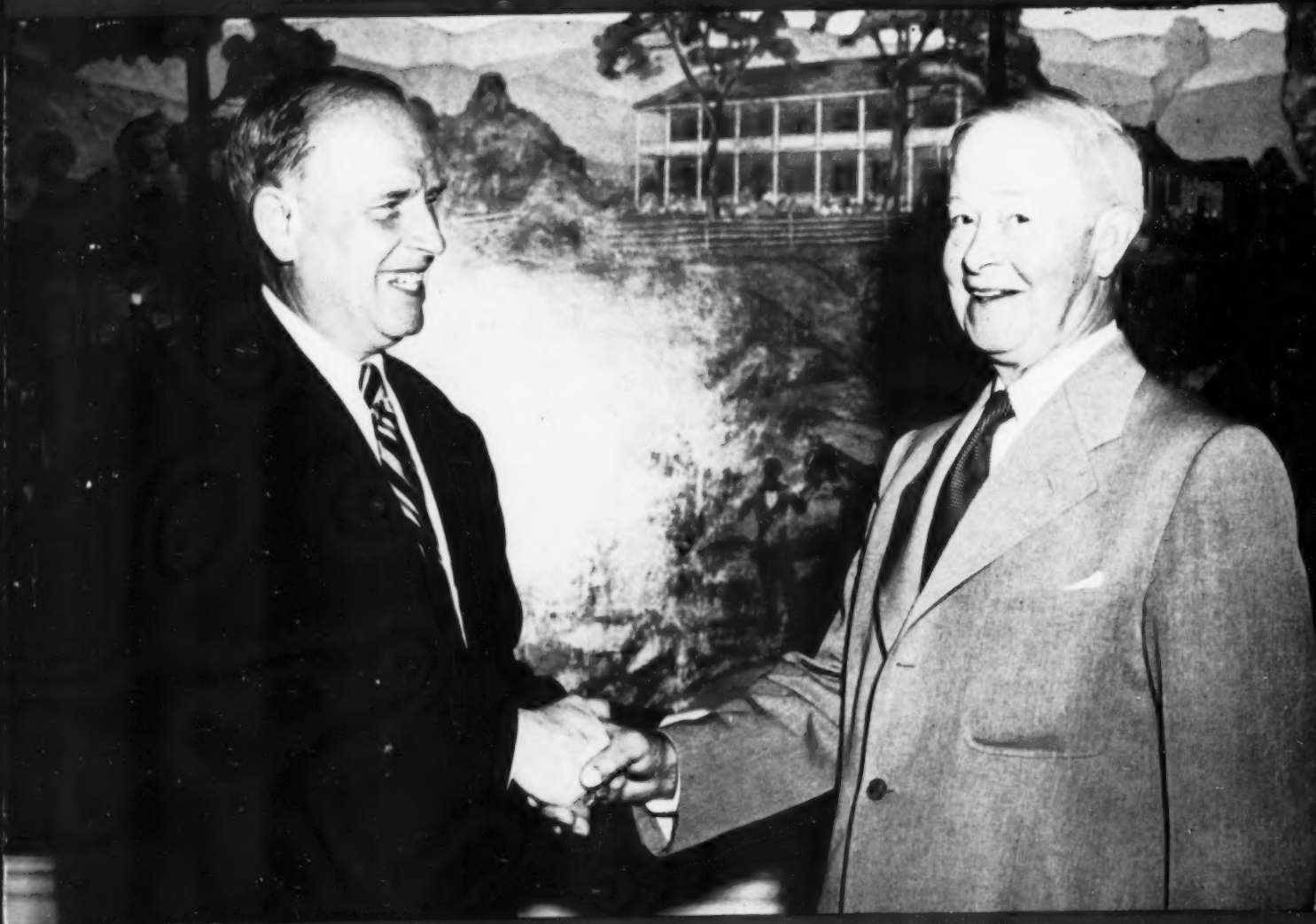


# Modern LITHOGRAPHY

JULY - 1954 - VOLUME 22 - NUMBER 7



Retiring LNA president Wm. H. Walters Galt congratulates newly elected president Carl E. Schmidt (See pp. 5 and 26).

*In this issue*

LNA Convention Report and Pictures • New Plates  
Photo-Composing • NAPL Plans • Craftsmen's Program

**Toluidine Red Toner 210P**

## **Senelith Inks**

Were the first lithographic inks  
made from dyestuffs  
treated with sodium tungstate  
for better sunfastness  
and are still leading  
with their outstanding resistance properties

Our booklet "Inks, Lithographic and Printing" may be obtained on request

*We can make delivery of aluminum plates within three weeks after receipt of order.*

**The Senefelder Company, Inc.**

*"Everything for Lithography"*

32-34 Greene Street

New York 13, N. Y.

# tested!

**RAND AVERY-GORDON TAYLOR, INC.**  
The Abbey Press

871 COMMONWEALTH AVENUE  
Printers since 1842



BOSTON 15, MASSACHUSETTS  
Tel. STadium 2-1300

March 23, 1954

*and proved*

Mr. Harry H. Grandt, Vice President  
Roberts and Porter, Inc.  
622 Greenwich Street  
New York 14, New York

Dear Sir:

We have been using Tru-Dot Red, Offset Blankets ever since they were first introduced on the market, and they have completely satisfied all of our printing requirements. These blankets have been used on our 22 x 34; 35 x 45; 41 x 54; and 42 x 58 Offset presses, and on all kinds of paper stock, from regular Offset paper to Lusterkote.

Our customers expect the very best in color printing, and your blankets are helping us to meet that demand.

With best wishes for the continued success of your excellent product, I am,

Sincerely yours,

*Charles F. Anderson.*

Charles F. Anderson  
Superintendent - Offset Department

Available  
in red or black,  
3 ply or 4 ply  
**ORDER TODAY!**

CFA:R

## ROBERTS & PORTER

INCORPORATED

General Offices: 555 West Adams St., Chicago

NEW YORK: 622-626 Greenwich Street

RESIDENT SALES  
REPRESENTATIVE:

Charles Wilharm  
1213 Glenwood Dr.  
Irving, Texas  
Phone:  
Irving 2-8885

BOSTON  
88 Broad St.  
CINCINNATI  
229 E. 6th St.  
KANSAS CITY  
1434 Wyandotte St.

DETROIT  
1025 Brush St.  
BALTIMORE  
5 South Gay St.  
LOS ANGELES  
344 N. Vermont Ave.

SAN FRANCISCO  
1185 Howard St.  
PHILADELPHIA  
1205 Hamilton St.  
SEATTLE  
119 Jackson St.

RESIDENT SALES  
REPRESENTATIVE:

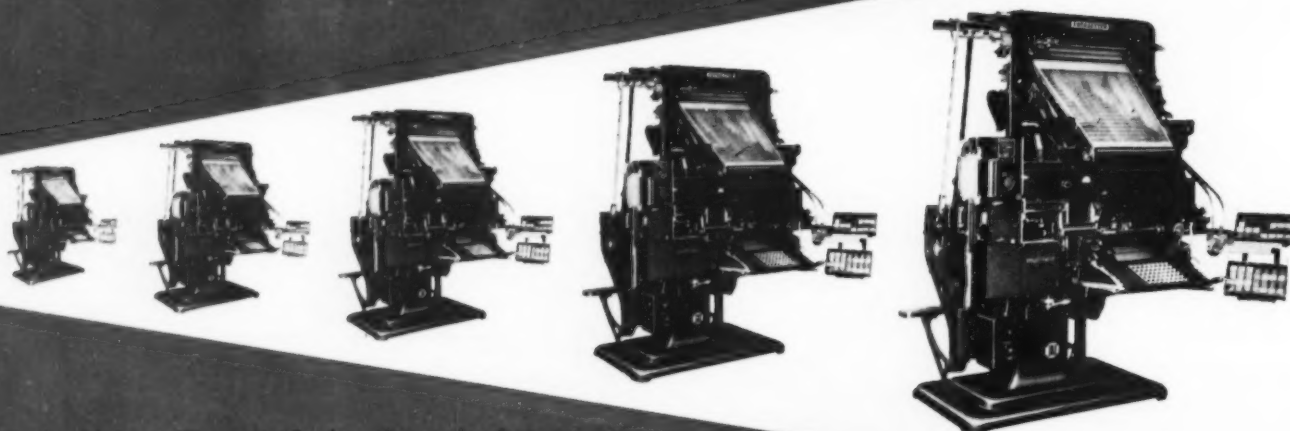
Bob Mealey  
2007 21st Ave., N.  
Minneapolis, Minn.  
Phone: Aldrich 9110

**ALL ORDERS SHIPPED FROM THE R&P OFFICE NEAREST TO DESTINATION**

Again . . . repeat orders prove

## FOTOSETTER success

Westcott & Thomson, Inc., Philadelphia, installs  
4th and 5th Intertype FOTOSETTER machines



Intertype Fotosetter business is growing fast at Westcott & Thomson, Inc., Philadelphia, Pa., one of the oldest and most prominent book houses in the country. Here's what JOSEPH SCHWARTZ, President, says about his five-machine Fotosetter operation:

*"Here at last in the Intertype Fotosetter is a tool that gives the book designer all the flexibility in typesetting that he has always hoped for. Many of our customers have expressed a preference for photographic typesetting and are designing their formats to get all the advantages of type on film."*

*"We have confidence in what we are doing with the Intertype Fotosetter, have taken more space and have set up a completely modern shop to meet the growing demands for photo-typesetting."*

Photographic composition can be profitable for you, too. Learn more about the many advantages of the Intertype Fotosetter machine.



### INTERTYPE CORPORATION

360 Furman Street, Brooklyn 1, New York

District Offices: Chicago, San Francisco, Los Angeles, New Orleans, Boston

In Canada: Toronto Type Foundry Co. Ltd., Toronto

Montreal, Winnipeg, Vancouver, Halifax

IF IT ISN'T MADE BY INTERTYPE, IT ISN'T A FOTOSETTER

FOTOSETTER is a registered trademark.

Set in Times Roman, Times Italic, and the Futura.

# Modern LITHOGRAPHY



## THE COVER

William H. Walters (left) congratulates Carl R. Schmidt, as Mr. Schmidt became president of Lithographers National Assn. and Mr. Walters moved from the presidency to board chairman. Pictures and complete convention report, page 28.

ROBERT P. LONG  
Editor

JOHN A. NICHOLSON  
Advertising Manager

CHICAGO OFFICE  
333 North Michigan Ave.



## In This Issue

Editorials .....	27
Narrow Profit Margin Studied as LNA Seeks Better Litho Management .....	28
Review of Offset Plate Developments.....	36
<i>By Harry Mueller</i>	
Modern Management in Smaller Plants.....	38
<i>By L. K. Straszewicz</i>	
Photo Composing 4, Plate Registration.....	40
<i>By Charles Latham</i>	
457,000 at DRUPA Exposition.....	42
Technical Section:	
TAGA Abstracts, 2.....	43
Technical Briefs .....	44
Metal Decorating Section:	
Faster Equipment and Longer Lines.....	53
<i>By Fred S. Bailey</i>	
How to Take Care of Leather Rollers.....	61
NAPL Outlines September Meeting.....	65
Craftsmen Announce August Convention Program..	68
67-Year-Old Nashville Firm in New Plant.....	71
<i>By P. R. Russell</i>	
News About the Trade.....	73
Litho Club News.....	95
Equipment, Supplies, Bulletins.....	99
Classified Advertisement .....	111
Index to Advertisers.....	117
Tale Ends .....	118

## MODERN LITHOGRAPHY

VOLUME 22, NUMBER 7

JULY, 1954

**SUBSCRIPTION RATES:** One year, \$3.00; two years, \$5.00. Canada and Pan America, one year, \$4.00; two years, \$7.00. Foreign, one year, \$7.00; two years, \$12.00. Group subscriptions (U. S. only) Four or more entered as a group, \$2.00 each. (May be sent to different addresses.)

WAYNE E. DORLAND, President; IRA P. MACNAIR, Secretary-Treasurer. Published monthly on the 15th by Industry Publications, Inc., New York 10, N. Y. Advertising and Editorial Office, 175 Fifth Ave., New York 10, N. Y. Advertising rates made known on application. Closing date for copy — 15th of the month previous to date of issue. Reentered as Second Class Matter May 12, 1953, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

Address all correspondence to 175 Fifth Avenue, New York 10, N. Y.

# WHITER...

A NEW, MORE DISTINCTIVE LOOK FOR

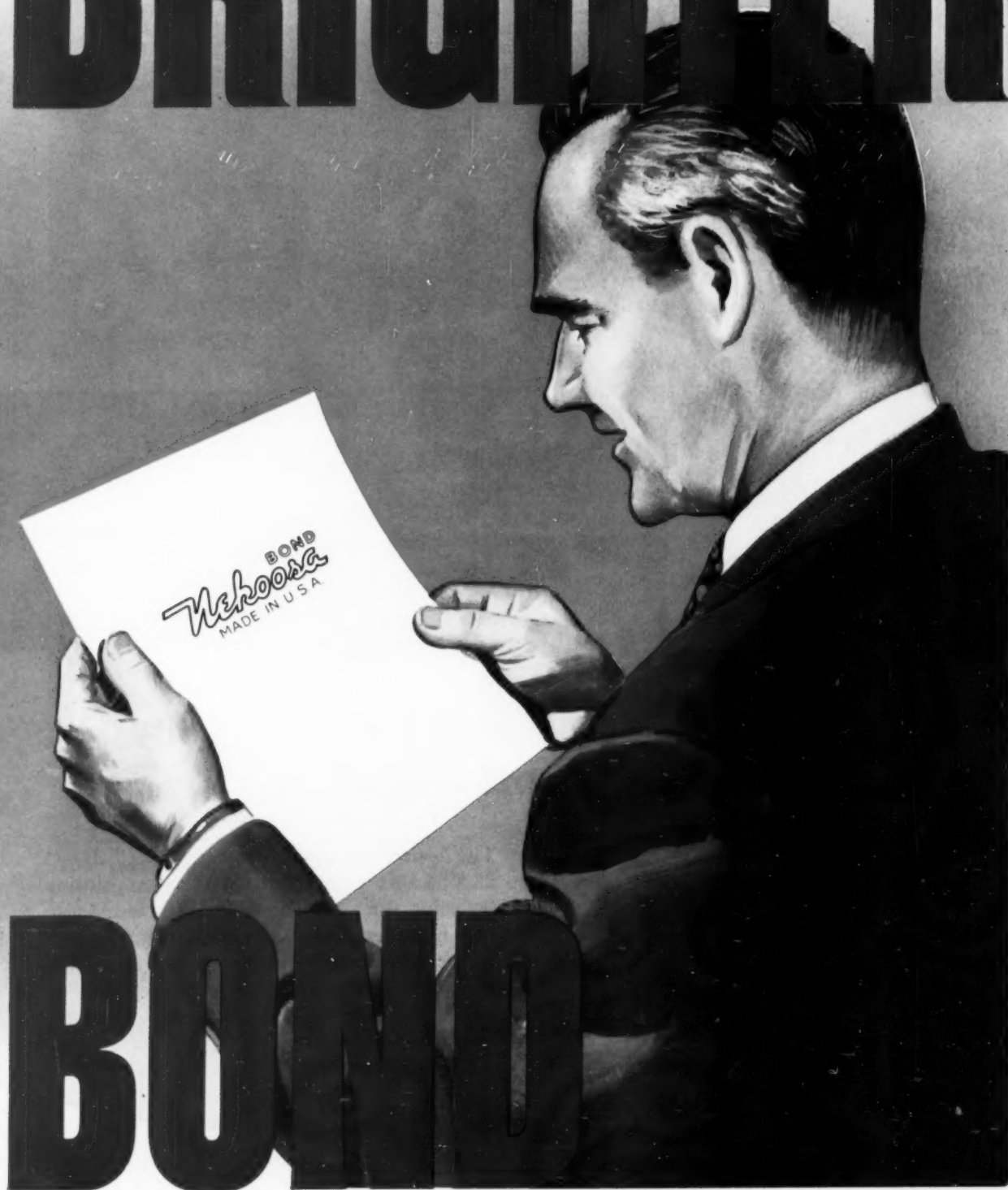
*Nekoosa* BOND  
MADE IN U. S. A.

Nekoosa Bond, long a favorite business paper because of its attractive appearance, is now more distinctive than ever in a new, brighter white. Ask your paper merchant to show you samples of the new Nekoosa Bond. You'll want to use it for letterheads, envelopes and other office stationery. Nekoosa-Edwards Paper Co., Port Edwards, Wis.

*more than ever* AMERICA DOES BUSINESS ON

# NEKOOSA

# BRIGHTER



MODERN LITHOGRAPHY, July, 1954

# PRECISION



The feedroll mechanism on the Miller E.B.CO 22 x 34 Offset Press assures precision printing on color work by allowing the pressman to bow his sheet. This "big press" feature, which corrects "fan-out" on the tail of the sheet, gives accurate register all over the sheet on successive runs through the press. Write for complete information.



*Quality Printing at Less Cost*

## MILLER PRINTING MACHINERY CO.

1135 Reedsdale Street

Pittsburgh 33, Pa.



## When you want balanced color separation, choose Ansco Reprolith Pan Film

Accurate line and halftone color separations are easier with Reprolith Pan Film because its full panchromatic sensitivity is *especially balanced* for this type of work.

Reproolith Pan's high speed permits short exposures, with or without filters. It also offers the steep grada-

tion, high resolving power and other physical and photographic properties that give you superior results with less effort.

Try Ansco Reprolith Pan Film in your shop. You'll like it.

**P. S. For high contrast and density, develop in  
Ansco Reprodol, laboratory packaged for your protection.**

Visit us in Booth 2 at the N.A.P.L. Convention.

## IN THE GRAPHIC FIELD IT'S ANSCO

ANSCO, Binghamton, N. Y. A Division of General Aniline & Film Corporation. "*From Research to Reality.*"

MODERN LITHOGRAPHY, July, 1954

# Books and other Aids . . .

## How to Prepare Art and Copy for Offset Lithography

By William J. Stevens  
and John McKivan

Twelve chapters with over 125 illustrations, two- three- and four-color lithography throughout. 8½ x 11", cloth-bound, hard covers. A colorful and highly useful book for your library. Widely used in schools.

POSTPAID \$5.25

## Color Chart for Dot Etching

This chart, composed of four sheets, is 22½ x 26½, and is bound at the top with a metal strip for wall hanging. The first sheet is magenta, cyan blue, process yellow and black. The second is warm red, cyan blue, process yellow and black. Number three is magenta, warm blue, process yellow and black, while the last is warm blue, warm red, process yellow and black.

Each of the four pages contains 215 color squares. Each square of color is identified, and each square is divided into four different percentage screen tints. It was produced on regular offset stock on a two-color offset press.

COMPLETE FOUR-PAGE WALL CHART — \$10

## Photography and Platemaking for Photolithography

By I. H. Sayre  
(Fifth Edition 1951)

Chemistry of Lithography, Processes of Platemaking, Formulas, Albumin, Deep Etch, Photo Composing, Layout and stripping, Chemistry of Photography, Negative Treatments, Optics, Photographic Equipment, Halftones, Contact Screens, Color, Filters, Separations, Color Processes, Use of Densitometers, Two Color Printing, Special Color Processes.

Standard Size, Hard Cloth Covers, 442 Pages, Illustrated.  
Widely Used as a Standard Textbook.

POSTPAID \$6.75

## How to Sell Lithography

By Arthur M. Wood

Illustrated, 176 pages. Chapters on copy preparation, pictorial outline of offset process, selling technique, use of color, prices and quotations, office procedure, company policies, and briefs on postal and legal aspects. 6 x 9"

POSTPAID \$5.25

Order Direct From

**MODERN LITHOGRAPHY**

(add 3% sales tax if in New York City)

Modern Lithography  
175 Fifth Ave., New York 10, N. Y.

Enclosed is payment. Please send the book (or chart), as checked.

- ☐ How to prepare Art & Copy — \$5.25
- ☐ How to Sell Lithography — \$5.25
- ☐ Photography and Platemaking — \$6.75
- ☐ Color Chart for Dot Etching — \$10.00

(add 3% sales tax if in New York City)

Name .....

Street .....

City, Zone, and State .....

*More than ever*

your best buy  
is **LAWSON**

**39" LAWSON CUTTER**  
Series "V-2"

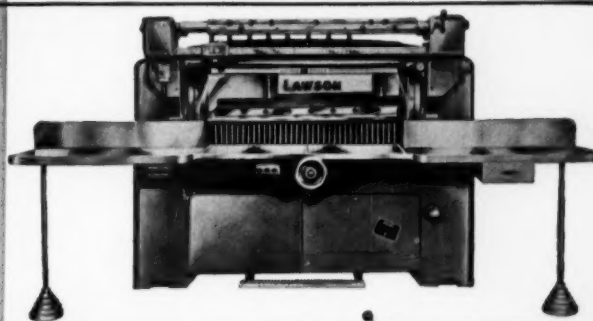
Heavy Duty Automatic Clamp Cutter with "Pendulum Swing" straight line knife movement. Positive safety device and automatic overload release. Fluorescent light fully illuminates table and magnified measuring band. Gears operate in sealed bath of oil. Closed knife bar slot device. First in safety—accuracy—production—dependability.



**46" & 52" LAWSON ELECTRONIC SPACER**  
Series "V-2"

— WITH AUTOMATIC HYDRAULIC CLAMP

Hydraulically operated — electronically controlled. Hexagonal spacer bar permits six individual series of spacer set-ups. Exclusive clear plastic gauging strip eliminates need to reset signals for repeat jobs. Optional equipment on 46" & 52" — Motor operated back gauge or Electronic Spacer (76" back table optional on 52" Cutter.) Standard equipment includes — hydraulic clamp — tiptoe hydraulic treadle — 6 $\frac{3}{4}$ " clamp opening — 5" wide clamp.



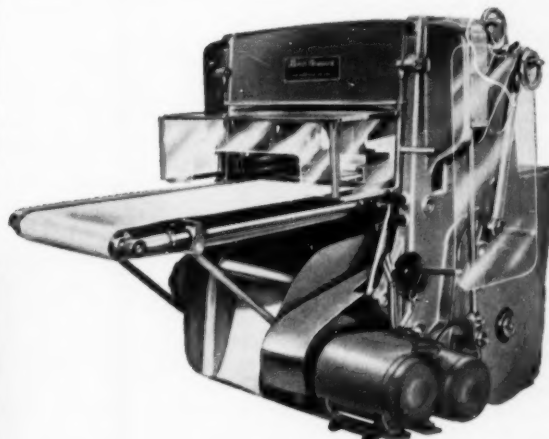
**LAWSON MULTIPLE HEAD DRILL**

Drills and slots a full two-inch lift of paper in just 2 seconds. Readily converted to drill round holes only. Rigid iron table in fixed position with tiptoe electrical control to bring drill heads down to the work. Hand wheel operated screw back gauge with open housing for unlimited back depth. All adjustments quickly and easily made from front of machine.



**LAWSON RAPID 3-KNIFE TRIMMER**

Specifically engineered for volume production and fine quality trimming of edition or pamphlet work—bound one or two-up. Size range from 2" x 3 $\frac{1}{4}$ " to 11 $\frac{1}{4}$ " x 16 $\frac{1}{4}$ ". Clamp opening 4 $\frac{1}{4}$ ". Automatically infeeds—clamps—trims and delivers to built-in conveyor at speeds from 10 to 25 piles per minute. Operates as continuous or single cycle trimmer. Changes in sizes made quickly. Separate knife adjusting device.



*E.P. Lawson Co.*

MAIN OFFICE: 426 West 33rd Street, NEW YORK  
BOSTON • CHICAGO • PHILADELPHIA

176 Federal St. 628 So. Dearborn St. Bourse Building

one  
practical  
way to  
select paper—  
on performance figures

THE printing paper that has worked well for others is likely to work well for you, too. You can check in advance, when its performance has been recorded in figures.

Records in the pressroom make it easier for you to buy paper *soundly*. They are the actual records of printers and lithographers who have used the paper on a job . . . they can be *compared* with the figures established as standards of the printing industry.

Thus, the industry itself gives you a basis for selecting ST. REGIS CELLUSET OFFSET. Compare the figures charted below.

You can always obtain such figures from your St. Regis Paper Merchant for performance-proved printing papers. St. Regis makes a complete line of printing papers for offset, letterpress and gravure.

*Record  
of the use of  
ST. REGIS 60 lb. CELLUSET*  
*Name of Printer on Request*

**The Job**.....4 color process, 2 up on 32 pages 6" x 9"  
**Number of Sheets**.....427,000  
**Size of Sheet**.....49 $\frac{3}{4}$ " x 74 $\frac{1}{2}$ "  
**Press**.....4 color 52-76 Miehle Offset

*Results  
Obtained*

	Industry Standards	Celluset Performance
<b>Makeready time</b>	7.3 hours	7.1 hours
<b>Impressions</b>	3,726 per hr.	3,748 per hr.

*Workability  
Advantages*

*Celluset is an uncoated offset paper with good strength which assures efficient production in the bindery and durability of the finished piece. The special pulps used assure lateral stability which means efficient pressroom performance and close register on multi-color work.*

St. Regis Printing Papers are manufactured by St. Regis Paper Company, one of America's largest paper manufacturers, with resources ranging from raw materials in its own forest preserves to modern mills and plants and its own nation-wide distribution.



**St. Regis Sales Corporation**

*Sales Subsidiary of the St. Regis Paper Company  
230 Park Avenue, New York 17, N. Y.*

St. Regis printing papers

are backed by performance records



## “Weather Cabinet” test proves: heat and humidity can’t affect exposure time of “3M” Plates!

Imagine storing photo-offset plates in a temperature of 120° F. with a humidity reading of 98%! Ordinary surface-coated plates couldn’t take it even for a day. They’d oxidize and scum . . . exposure and development times would become completely unpredictable. Yet random samplings of standard “3M” Pre-sensitized All-Aluminum Photo-Offset plates were stored under just such conditions for *one full week* in this special laboratory “weather cabinet” with no adverse effects! . . . no oxidation; no change from normal exposure and development times; and top-quality reproduction on normal press runs!

### A real “all-weather” plate!

“3M” Photo-Offset Plates give you perfect performance whatever the weather—put an end to rainy-day job postponements and summertime shop shut-downs . . . turn out jobs of uniform deep-etch quality every time!

And they’re so easy to use! No coating problems (“3M” Plates are pre-sensitized); no exposure variations (always the same); no gumming necessary on press stops; and no oxidation on the press . . . ever!

Why not let us show you a “weather test” demonstration? No obligation—just write on your letterhead to Dept. ML-74, 3M Company, St. Paul 6, Minn.

## 3M Photo-Offset Plates

*World’s largest selling Pre-sensitized All-Aluminum Photo-Offset Plates.*

The term “3M” is a registered trademark of Minnesota Mining and Manufacturing Company, St. Paul 6, Minn. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ontario, Canada.

### Some good quick facts— about “3M” Offset Plates

Develop *without a darkroom!* The “3M” Image Developer used with “3M” Plates gives you a visible, long-life image in approximately one minute . . . without need of a darkroom . . . no matter what the heat or humidity!

#### USE “3M” PLATES ON THESE PRESSES:

ATF CHIEF . . . . .	14	"	x	20	**
	17	"	x	20	"
	22	"	x	29	"
HARRIS . . . . .	17	"	x	22	"
	21	"	x	28	"
	22	"	x	34	"
EBCO . . . . .	22	"	x	34	"
MANN . . . . .	22	"	x	34	"
MIEHLE . . . . .	14½	"	x	17½	**
	23	"	x	29	"

\*Available with Pin Bar punching also. All others, straight cut.

Other sizes for DAVIDSON or MULTILITH duplicating presses

## "CHAMPION" Deep Etch DOWN-DRAFT Lithographers Work Table

### COMPLETELY ELIMINATES ALL HAZARDOUS FUMES

#### Check these advantages:

- ✓ Removes all hazardous fumes at their source—no odor in shop and offices.
- ✓ Table at convenient working height.
- ✓ Exhaust slot removes contaminated air through slot all around perimeter of working area at high velocity.
- ✓ Acid resistant KOROSEAL lined disposal pitches to a KOROSEAL lined 2" drain.
- ✓ Processing of plates on an everlasting smooth surfaced slate slab.
- ✓ Large heavy duty ball-bearing type built-in suction blower operates quietly and is belt driven by a standard speed motor.
- ✓ Reduces absenteeism.
- ✓ Tends to reduce insurance rates.
- ✓ Increases production.



4 POPULAR SIZES

No.	Slate Slab	Overall Dimensions (All 33½" High)	Exhaust Blower Capacity: Cu. Ft. Air Per Minute	Motor H. P.
1	30"x40"	42"x50"	2500	1
2	42"x50"	54"x62"	3200	1½
3	50"x60"	62"x72"	4200	1½
4	60"x80"	72"x92"	4800	2

### SOME OF THE USERS OF "CHAMPION" EQUIPMENT

Jahn and Ollier Engraving Co.  
Chicago  
Chicago Lithoplate Graining Co.  
Chicago  
American Offset Co.  
Chicago  
Eastman Kodak Co.  
Rochester, New York  
Gugler Litho. Co.  
Milwaukee, Wisconsin  
Conner Lithographers  
Detroit  
Hall Brothers  
Kansas City, Missouri  
Epsen Litho. Co.  
Omaha, Nebraska  
Atlanta Litho. Co.  
Atlanta, Georgia  
Crane Howard Litho. Co.  
Cleveland  
Leo Hart Co.  
Rochester, New York  
Gulbenk Engraving Co.  
Nashville, Tennessee  
Marathon Corp.  
Neenah, Wisconsin  
A. L. Garber Co.  
Ashland, Ohio  
Central Type Setting Co.  
Chicago  
Arrow Engraving Co.  
Cleveland  
Litho Plate Service Co.  
Toledo, Ohio  
American Litho Co., Inc.  
Atlanta, Georgia  
Ideal Litho Service  
San Antonio, Texas  
Nielsen Lithographing  
Cincinnati, Ohio  
American Can Co.  
Maywood, Ill.  
Caspers Tin Plate  
Chicago, Ill.  
Donnelley and Sons  
Chicago, Ill.

## "CHAMPION" Improved TEMPERATURE CONTROLLED Developing Sinks



### MAINTAINS EVEN TEMPERATURE WITHIN A FRACTION OF A DEGREE

#### Features:

- ✓ Recirculating pump equalizes sink water temperature by forced flow of water around and under developing trays.
- ✓ Will maintain separate desired temperatures for sink trays (heating and cooling) and for storage compartment (cooling) to within a fraction of a degree of setting.
- ✓ Equipped with latest type hermetically sealed, trouble free refrigerating unit.
- ✓ In operation a continuous flow of water is not required. Result: no water wasted.

- #1 ..... 3 Trays ..... 20x24 Film Size ..... 32½" x 74"
- #2 ..... 3 Trays ..... 26x30 Film Size ..... 39" x 93"
- #3 ..... 3 Trays ..... 30x40 Film Size ..... 49" x 105"

... and other sizes available for your special requirements.

### DISTRIBUTORS

Bridgeport Engraver's Supply Co.  
Harold M. Pitman Co.  
E. T. Sullebarger Co.  
Roberts & Porter, Inc.  
Norman Willets Co.

manufactured by **H. SCHMIDT & CO.**  
ESTABLISHED 1891

317 S. Paulina St., Chicago 12, Ill.

Staley 3-0404





**dot for dot**

**and Line for Line**

## *You Can't Beat Pitman Blankets*

Pitman Blankets add to your offset presses the latest developments in synthetic rubber blankets that resist, in day after day of use, the swelling, puffing and peeling that affect ordinary blankets.

Pitman Blankets mean lower costs, not only thru the economy of longer wear and reduced waste in preparing presses, but thru the increased business that results from giving your customers better, more faithful reproduction. Give—and get—improved performance with Pitman Blankets.

### **RED VELVET**

### **BLACK VELVET**

Take your choice of red or black facing—and be assured that Pitman Blankets are made to withstand long use and to resist the corrosive action of inks, driers, greases and solvents.

*Available cut to size for any press—and in rolls.*

*for prices and other information, write or  
phone the Pitman office nearest you*

**HAROLD M. PITMAN CO.**

Chicago 50, Illinois—33rd Street & 51st Avenue  
North Bergen, New Jersey—1110 13th Street  
Cleveland 11, Ohio—3501 W. 140th Street  
New York 17, New York—441 Lexington Avenue  
Boston, Massachusetts—156 Pearl Street  
The Pitman Sales Co.

*Minimum  
Presses  
Can  
Dues*

## THE MOST IMPORTANT NAME ON THIS PAGE WILL BE YOURS!

(when you put it there)

You'll be surprised what will happen when you do! It will start in motion, in your behalf, all the machinery of the fastest moving association in the graphic arts.

Here's just a few of the things you'll get:

- Service on cost accounting based on specific costs in your plant.
- Labor relations information and help.
- Trade customs details and data.
- Bulletin service on general and technical topics.

Plus many other services geared to your plant needs.

Yes, the entire staff of this association is ready to go to work for you when you sign the coupon below and mail it.

NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS  
317 West 45th Street, New York 36, N. Y.

1954

I hereby make application for enrollment as an Active (Associate) Member in the National Association of Photo-Lithographers, and I agree to abide by its by-laws and support its objects and interests as far as our time and ability will permit.

I enclose herewith \$..... as our first year's dues.  
ANNUAL DUES FOR THE PRESS EQUIPMENT IN OUR PLANT IS AS FOLLOWS:

No. of Presses		ACTIVE MEMBERS (Those who operate equipment)			
		Presses smaller than 17"x22" (Minimum Dues \$37.50 per year).....	\$20.00 per press per year	\$	
		Presses 17"x22" to 22"x28" .....	\$28.00 per press per year	\$	
		Presses larger than 22"x28" up to and including 35"x45".....	\$37.00 per press per year	\$	
		Presses larger than 35"x45".....	\$47.00 per press per year	\$	
		MINIMUM DUES, \$37.50 per year. Maximum Dues, \$450.00 per year.			
		ASSOCIATE MEMBERS			
		Equipment and Supply Dealers and Manufacturers, \$125.00 per year		\$	
		Total Annual Dues		\$	

Address

No., Street or Avenue

City, Zone and State

Phone

Signed

**CUT PLATE MAKING EXPOSURE  
TIME IN HALF**

"Cut printing time in half". (Los Angeles platemaker.) "Exposure time on photo-composing plates cut in half. With less than perfect contact a good image is retained." (Large industrial company). "Doubled capacity in making plates." (Indianapolis lithographer).

**"CLEARER, SHARPER  
REPRODUCTION"**

"Eliminate dot undercutting by crossover of reflected light rays." (San Francisco platemaker)

*And In the Camera Gallery*

**"UNIFORM COVERAGE OF  
LARGE AREAS"**

(Louisville printer)

**"NO FLUCTUATION IN LIGHTING"**

"Eliminate illumination variable in accurate control of densities, regardless of line voltage variations." (St. Louis printer)

**POWERFUL**

"Punch through dense Kodachromes." (New York platemaker)

**CONSTANT COLOR TEMPERATURES**

"We wonder how we got along without it for so long." (Salt Lake lithographer)

**PRECISE CONTROL OF INTENSITY  
ON STEP AND REPEAT MACHINE**

"One of the best investments we've ever made." (Phoenix platemaker)

**"TROUBLE-FREE OPERATION  
WITHOUT SHUT-DOWN TIME"**

(A leading map maker)

"The saving in current has probably paid for the lamp." (Waco platemaker)

"The voltage control mechanism assures  
**MAXIMUM EFFICIENCY AT ALL TIMES**"

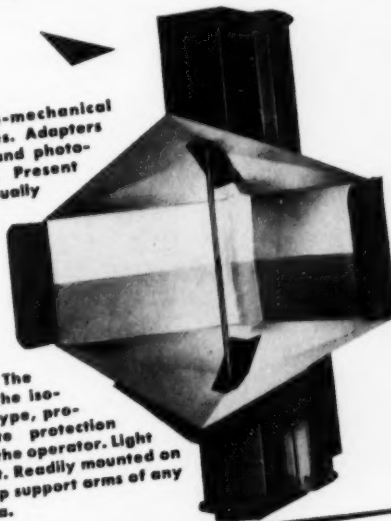
(Pittsburgh platemaker)

**Strong  
GRAFARC**  
Fully Automatic, High Intensity  
**ARC LAMPS**

"Mechanical feed system saves time. Makes job easier."  
(Buffalo platemaker)

Models for all photo-mechanical reproduction processes. Adapters to fit most cameras and photo-composing machines. Present line supply wiring is usually adequate.

See the amazing new, low-cost Grafarc Challenger Camera Arc Lamp. A vertical trim lamp which burns at 75 amperes and 23 volts at the arc. The transformer is of the isolated secondary type, providing complete protection from shock to the operator. Light in weight. Readily mounted on the lamp support arms of any camera.



**THE STRONG ELECTRIC CORPORATION**  
17 CITY PARK AVENUE  
TOLEDO 2, OHIO

Please send free literature on Strong Grafarc Lamps.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

STREET \_\_\_\_\_

CITY & STATE \_\_\_\_\_

NAME OF SUPPLIER \_\_\_\_\_



## Lacquered Lithography

### What and why?

Labels, cards, covers, wrappers, signs, cartons—an endless variety of lithography—protected, functionalized, beautified—by PYROXCOTE\* Lacquers and Paper Coatings—glossy or lustreless—resistant to handling, abrasion, greases, discoloration, weathering and heat blocking.

Apply PYROXCOTE on your own varnishing machines. Specify it when you send work out to your finisher.

\*T. M. Reg. U. S. Pat. Off.

### PYROXYLIN

PRODUCTS, INC., CHICAGO 32

PAOLI, PENNA.  
WICHITA, KAS.



ILLUSTRATION CREATED BY BUDD STEINHILBER, USING HOWARD BOND

## COLOR...makes paper-work hustle!

BUSINESS FORMS printed on HOWARD BOND colors dig in and get going. These clean, attention-getting hues speed form identification, minimize error, simplify handling and filing. These same colors make other

business printing look alert... price and catalog sheets, inter-office correspondence, special bulletins, to name a few.

Ask your printer or paper merchant to show you samples of HOWARD BOND in all twelve

colors, as well as *whitest* white. There's a world of vigor for a hundred business needs in this colorful, quality bond.

✓ ✓ ✓

PRINTERS! This message appears in advertising magazines read by your customers.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

# Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Howard Mimeograph



Howard Writing • Howard Posting Ledger

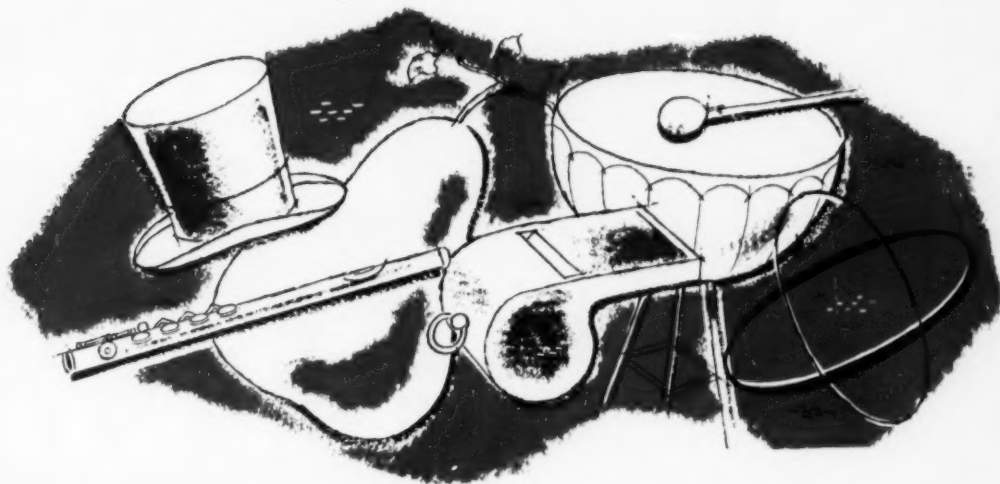


*Doesn't color reproduce better on Maxwell Offset?*

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

We'd be pleased to send you samples of our seven finishes and two tints

***what kind of tone do you want?***



**If you are particular and want highest quality lithography with tones that are**

make these last two rollers over the form ~~MASTERLITH~~ vulcanized oil rollers. You'll keep your plates clean, eliminate "halos" and get deep, velvety solids and tints—and they are so EASY TO CLEAN with your regular washup machine right on the press.

***solid  
smooth  
clean***

***For all other positions,  
use—***



***—you can  
see when  
they are  
clean!***



**IDEAL ROLLER & MANUFACTURING COMPANY**

6069-6073 Maywood Avenue  
Huntington Park, Calif.

2512 West 24th Street  
Chicago 8, Illinois

21-24 Thirty Ninth Avenue  
Long Island City 1, N. Y.



*To  
make  
ready!*

## INK CONDITIONERS

*to Make Good Ink Better*

**1**

### 33 INK CONDITIONER for letterpress\*

Makes your colors sparkle with new brilliance. Halftones stay sharp, clean, open, with greater detail. Increases ink affinity to paper. Prevents crystallization and picking.

**2**

### 0-33 INK CONDITIONER for litho\*

Improves presswork, saves time in wash-up. Reduces spray volume, makes ink flow more uniform. Prevents greasing. The same fine qualities of "33".

**3**

### BLAZECOTE scratch resistant for letterpress and litho\*

Makes your regular inks scratch- and abrasion-resistant. Gives tough, glossy finish. Blends readily with all inks. Sure to please your most demanding customers.



**TRIAL OFFER:** Test an 8-lb. trial order in your own shop. Unconditional money back guarantee.

**Control COMPOUNDING COMPANY**

1720 North Damen Avenue • Chicago 47, Illinois

EXPORT: Gulberman Co., Inc., New York 4

CANADA: Canadian Fine Color Co., Ltd., Toronto

# Schultz

# DEEP ETCH

## chemicals

Proved dependable and economical in leading litho plants for more than a decade. You too will find it profitable to standardize on Schultz Chemicals for all your deep etch requirements.

## H. J. SCHULTZ

1240 W. MORSE AVE. CHICAGO 26, ILL.



Established in 1861

Now HILLCOURT OFFSET is glorified! New Brilliance and a whiteness you've seldom seen before have been added to the high quality and reliable press performance that for years have made HILLCOURT OFFSET a favorite with lithographers everywhere. You'll find it more than ever an excellent choice for your quality jobs.

Write to the mill for sample sheets. Make a test run on your own press. Then compare. Like all Fitchburg papers, Hillcourt Offset is sold direct from mill-to-you.

## Fitchburg Paper Company

MILLS AND MAIN OFFICE: FITCHBURG, MASS. • NEW YORK OFFICE: 250 PARK AVE., N. Y., 17

MODERN LITHOGRAPHY, July, 1954

## Paper helps her stay in style

She—the American woman—invests more than 10 billion dollars a year for apparel. Often she starts her buying on the pages of smart, colorful fashion promotion. The fact that much of this salesmanship-on-paper appears on Oxford quality papers is your assurance that Oxford grades can heighten your product's appeal. Ask your Oxford Merchant to show you sales-proven examples.



*Get your copy of the new Oxford Paper Selector Chart—a time-saving master guide to the right grade for each purpose. Ask your nearby Oxford Merchant or write us direct.*

# Oxford Papers

*Help Build Sales*

OXFORD PAPER COMPANY, 230 Park Avenue, New York 17, N. Y. • OXFORD MIAMI PAPER COMPANY, 35 East Wacker Drive, Chicago 1, Ill.  
Mills at Rumford, Maine, and West Carrollton, Ohio

**YOU CAN'T GO WRONG...  
WHEN YOU'RE "POSITIVE"**



**...and you'll go RIGHT with  
ENCO POSITIVE WORKING  
ALUMINUM PRE-SENSITIZED PLATES**

The Enco Positive Working Aluminum offset plate is the newest development in the ever expanding field of pre-sensitized plates. Developed by Enco, it is another tool for better, faster offset reproduction.

Easy to process (just 3 easy steps), it can be used wherever film positives are available as well as with positives from photo-type-setters, engineering drawings, typing or printing on transparent paper and positive film enlargements from microfilm negatives.

It gives top printing quality because it is fine grained and has a uniform thin coating. It is available for most presses.

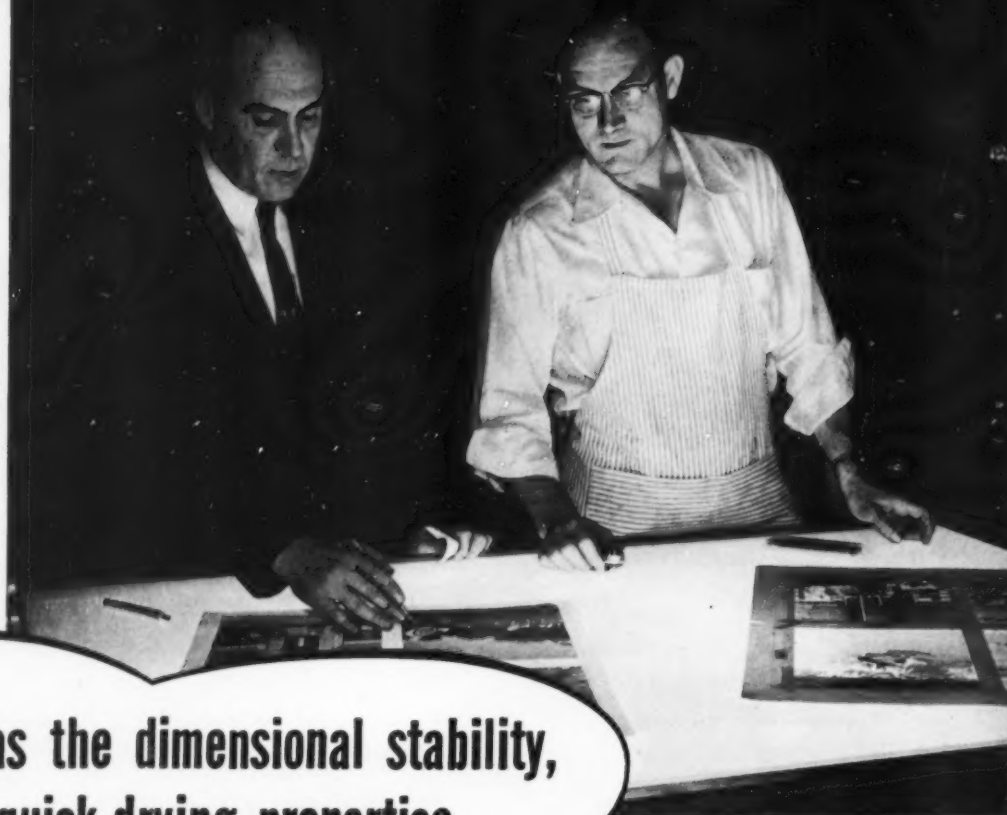
**LITHO CHEMICAL**

**& SUPPLY CO., INC.**  
46 HARRIET PLACE  
LYNBROOK, L.I. NEW YORK



This new Enco-Positive Working offset plate is distributed by Litho Chemical & Supply and its dealers from coast to coast. Complete information is available without obligation.

Robert B. Reed,  
owner-manager of  
Newsfoto Publishing Co.,  
San Angelo, Texas,  
and O. M. Bennett, Jr.,  
chief cameraman,  
agree:



**"'Photolith' has the dimensional stability,  
latitude and quick-drying properties  
tight schedules demand."**

Mr. Reed and chief cameraman O. M. Bennett, Jr. inspect color positive on stripping table. Report: "We use 'Photolith' for both black-and-white and color work. Get excellent results."



Mr. Bennett studies "Photolith" negative after development. "Its tough emulsion stands abrasion, scratching, 'rush' processing."



Du Pont representative Kenneth H. Houtz and Mr. Bennett check "Photolith" inventory. "Ken's helped us solve many a problem. Keeps us well supplied at all times, too."

Speed is essential at the Newsfoto Publishing Co., San Angelo, Texas, plant. The production of yearbooks for hundreds of schools and colleges throughout the country . . . books for every graduating class of USAF pilots . . . and sizable quantities of brochures, folders and calendars means heavy press loads. "That's why we use 'Photolith,'" Mr. Reed commented. "It speeds the work and gives excellent results. Enables us to meet pressing deadlines while maintaining superior quality."

"Fits our needs perfectly," cameraman O. M. Bennett, Jr., added. "As yearbooks constitute 90% of our work, tight schedules seem almost part of the operation. Yet 'Photolith' takes them in stride. Dries fast, lies flat, two big timesavers. This film offers good dimensional stability, wide exposure and development latitude . . . absolute 'musts' for quick, quality production. Boxed well, too. The light-tight packages minimize danger of fogging."

"We started using 'Photolith' nine

years ago, and it's certainly paid off. With it, we've built a delivery record I think any firm would be proud of."

In summing up, Mr. Bennett spoke of the splendid cooperation given by Kenneth H. Houtz, the Du Pont technical representative serving their district. "Ken's always available for help whenever we're snagged with a bothersome problem."

Scores of lithographic plants have found Du Pont "Photolith" film a big help in meeting close deadlines. If you're not already using it, try it soon. You and your cameramen will like "Photolith" . . . and the consistently good results it provides. For full details, write: E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited, Montreal.



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

**SPECIFY DU PONT "PHOTOLITH" LITHOGRAPHIC FILM**

# Editorials

**I**N times like these, when recession is almost as popular a topic as the weather, it's reassuring once in a while to see signs of prosperity in the economy, particularly as it affects the lithographic field.

These signs have not been lacking; in fact, the lithographic field has been one of a few industries which apparently have not felt the full brunt of the recession.

Back in the March *ML*, for instance, we reported that employment in the industry, always a good indication of business trends, was firm in most major centers, with increases in some areas.

This month there are these additional bright spots on the litho horizon, all tied in with increased advertising volume and expenditures:

1. The *Printers' Ink* National Advertising Index for the first four months of 1954 shows that advertising gained by 11 percent, even while the national business drop was approximately seven percent. *Printers' Ink* feels that advertising curves normally follow business curves over a long period, but that the advertising curve does not necessarily run parallel over a short period. To the lithographer, then, who is getting an ever increasing amount of the advertising dollar spent in graphic arts, this means a steady flow of business from this source, unless a long-term recession sets in.
2. In Chicago last month, several speakers at a meeting of the Association of National Advertisers predicted an increase over the all-time high expenditure in 1953 of \$7 billion for advertising. The gain would approximate an increase of from six to ten percent. Instead of looking for ways to cut advertising, these men instead are seeking new and more effective means of displaying their products.
3. The third bright spot, using the term literally, is the expanding field for color in lithography and all other types of printing. The demand for color already has been created, with some help from experiments in color TV, and many lithographers of course already have taken recognition of this fact by installing color presses and employing color specialists to handle jobs in color. Still, there are many mechanical obstacles to offset shops seeking to get color jobs. The cost of equipment, time and money required for color separation is a big problem. And the shortage of properly trained personnel to handle color work is another. Still, the field is there, and it is a rich one for lithographers.

In discussing color printing at the recent convention of the Advertising Federation of America, Walter D. Teague, of Walter Dorwin Teague Associates, offered some ideas on color that should be of interest to industry members.

"Color is like an explosive," he declared. "It is very useful, but extremely dangerous if mis-handled."

With advertising thus increasing, and color printing more and more in demand, it seems more appropriate for lithographers, far from worrying about a recession, to consider meeting this demand so they can qualify to handle an ever-increasing share of graphic arts work that is heading this way. Selling offset printing, including color work, of course means advertisers and other buyers must first be convinced that litho is the best process for the job. To do this, litho owners should continue, and increase, if necessary, their advertising and selling campaigns to attract the business.



Officers and directors of LNA: seated, L. to R.—W. Floyd Maxwell, executive director; W. H. Walters, U. S. Printing & Lithograph Co., board chairman; Carl R. Schmidt, Schmidt Lithograph Co., San Francisco, president; Arthur R. Hitchings, The Forbes Lithograph Mfg. Co., Boston, V.P.; and L. E. Oswald, E. F. Schmidt Co., Milwaukee, treasurer.

1st row, standing, left to right: Carl N. Reed, Niagara Lithograph Co., Buffalo; John H. Harland, John H. Harland Co., Atlanta; William P. Gildea, Jr., The Falconer Co., Baltimore; Harold D. Spencer, Western Printing and Litho Co., Poughkeepsie, N. Y.; Maurice Saunders, honorary chairman of the board; J. Louis Landenberger, Ketterlinus Lithographic Mfg. Co., Philadelphia; Ernest E. Jones, Graphic Arts Corp. of Ohio, Toledo.

2nd row, standing, L. to R.: Randolph T. Ode, The Providence (R.I.) Lithographic Co.; William H. Bulkeley, The Kellogg & Bulk-

eley Div., Conn. Printers, Inc., New Haven; William M. Winship, Brett Lithographing Co., Long Island City; Charles W. Weis, Jr., Stecher-Traug Lithograph Corp., Rochester; James S. Armitage, The Inland Press, Inc., Chicago; Morris W. Davidson, Courier-Journal Lithographing Co., Louisville; Thomas Stevenson, Jr., Stevenson Photo Color Separation Co., Cincinnati; Ernest W. Jackson, The Steck Co., Austin, Tex.; Richard N. Kauffman, H. S. Crocker Co., Inc., San Francisco.

Honorary directors not shown are Charles W. Frazier, Brett Lithographing Co.; William R. Wadewitz, Western Printing & Lithographing Co.; and Horace Reed, Niagara Lithograph Co. Other directors not shown are W. Harvey Glover, Sweeney Lithograph Co., Belleville, N. J.; George J. Bauhens, Clarke & Courts, Houston; B. E. Callahan, Inland Lithograph Co., Chicago; Con P. Curran, Jr., Con P. Curran Printing Co., St. Louis; and Norman Mears, Buckbee Mears Co., St. Paul.

## Narrow Profit Margin Studied as LNA Seeks Better Litho Management

**A**LTHOUGH lithographic sales in general are on the increase, profit margins remain low compared with other industries, it was reported at the annual convention of the Lithographers National Association, held June 7-9. A survey of firms with sales ranging all the way from less than \$500,000 annually, to over \$5,000,000, indicated an average net profit, after taxes, of 3.5 percent.

Authoritative reports and discussions on labor problems, research and training, and costs and estimating, also were included in the three days of sessions held at the Greenbrier, White Sulphur Springs, W. Va. "Keys to more successful lithographic management" was the theme of the sessions, which were addressed by speakers from both within and outside of the lithographic industry. More than 350 lithographers, suppliers and their wives attended the

conclave which was the LNA's 49th annual convention.

Carl R. Schmidt, president of the Schmidt Lithographing Co., San Francisco, was elected president of the LNA. Mr. Schmidt, who served as a member of LNA's board of directors for 20 years and vice-president for the past two years, succeeded W. H. Walters, president of the United States Printing and Lithograph Co., Mineola, N. Y., who was president two successive years. Mr. Walters became chairman of the board, succeeding E. W. Jackson of The Steck Co., Austin, Texas.

Other officers elected were Arthur R. Hitchings, The Forbes Lithograph Mfg. Co., Boston, vice-president; L. E. Oswald, The E. F. Schmidt Co., Milwaukee, treasurer. W. Floyd Maxwell, continues as executive director; Edward D. Morris, secretary, and Maurice Saunders, honorary chairman of the board.

Newly-elected members of the board of directors are as follows:

Allerton H. Jeffries, Jeffries Banknote Co., Los Angeles; John H. Harland, John H. Harland Co., Atlanta; Richard N. Kauffman, H. S. Crocker Co., Inc., San Francisco; Edward J. Chalifoux, Photopress, Inc., Chicago; Thomas Stevenson, Jr., Stevenson Photo Color Separation Co., Cincinnati; Arthur R. Hitchings, The Forbes Lithograph Mfg. Co., Boston; and Ernest E. Jones, Graphic Arts Corps of Ohio, Toledo.

The opening session on Monday was a keynote program on management, and the business outlook in general. LNA President W. H. Walters, welcomed the members and expressed his appreciation to the membership, the executive committee, the board of directors and LNA staff for their work.

"The lithographic industry for many years has been recognized as

a service industry," the president commented. "But I believe that to a degree, the term service has been misunderstood. We are a specialized industry serving American enterprise. As such we must be willing to accept the responsibility of keeping our companies financially strong to make it possible to continue to supply a quality of service in keeping with the modern demand and the requirements of our customers."

Mr. Walters then introduced W. Floyd Maxwell who presented the results of a survey of lithographic sales and profits. It revealed that 1950 to 1953 was a period of "substantially expanding sales" while the industry's average net profit was 3.5 percent after taxes.

The survey was made jointly by

LNA and the National Assn. of Photo-Lithographers. It was based on a questionnaire in which 191 firms whose net sales ranged from under \$500,000 to over \$5,000,000 disclosed pertinent data about their financial activities. Mr. Maxwell employed a series of charts to illustrate the results of the survey.

"Net lithographic sales through 1953 continued our record of year-to-year growth," the executive director said. "For these reporting companies, dollar profits after taxes increased on the average along with the increase in net sales so that our percent of profit margin has moved sidewise since 1951."

"This is a favorable circumstance," he continued, "and quite at variance with the records of other industries.

None of us, however, can be satisfied with our average level of profits. 'To be low man on the totem-pole' is an unenviable position to occupy."

Mr. Maxwell told his audience that "while, on the average, net profits before taxes for lithographers with net sales of over \$1,000,000 were somewhat higher than for those whose sales were under \$1,000,000 (7% as compared to 6%), their heavier tax burden fully equalized this difference so that net profits after taxes were approximately the same (3.5% and 3.6%)."

"There is a serious question, however, whether a net profit margin so low as 3.5% if long continued can possibly provide the new funds which will be required for working capital and for rehabilitation of plant and

Top row, L. to R.: Retiring president Wm. H. Walters runs a close-clock schedule of sessions; retiring board chairman Ernest W. Jackson reads a report; new president Carl R. Schmidt and new board chairman Walters look over LNA annual report. Middle row: LNA VP Arthur Hitchings, honorary chairman Maurice Saunders, and golf chairman Gerald Mathison, Michigan Litho. Co., Grand Rapids; Executive director Maxwell explains profit margin charts; Ed Morris and Al Zimmer of LNA staff with L. E. Oswald, LNA treasurer.

Lower row: George Kindred, Kindred, MacLean & Co., Long

Island City, shakes hands with J. L. Landenberger, president of Litho. Technical Foundation, as James G. Strobbridge, Strobbridge Lithography Co., Cincinnati, holds honorary resolution. Mr. Kindred and Mr. Strobbridge both were honored by the Foundation for many years of service. Addressing the convention is Dr. Millard C. Faught, head of the Faught Co., New York, who gave optimistic picture of economy. Members of the suppliers' entertainment committee: G. R. Bassett, Miehle Printing Press & Mfg. Co., Chicago; M. J. Leckey, Sinclair & Valentine Co., New York; W. J. Cornell, Printing Ink Div., Interchemical Corp.; and Harry A. Porter, Harris-Seybold Co., Cleveland.



equipment and for normal expansion," he said. As an industry, we do not have access to some of the ordinary sources of new capital but are largely dependent upon plowing earnings back into the business."

"As for 1954, we have no composite figures to show how seriously lithographic sales may be currently affected by the recession in general business activity," the director concluded. "For American industry as a whole, 1953 had set a new all-time high sales record and despite the current let down, 1954 should be a very good year volume-wise

when compared with other recent years.

"However, wage costs continue to mount along with other advancing costs, and if our break-even points are not to rise materially, management will need to put forth every effort to increase efficiency in operations all along the line."

Examining "Some Current Factors in Financial Management Decisions," Dr. Millard C. Fought, president of The Fought Co., Inc., New York, observed that "we pay a lot of speakers' table lip-service to the dynamism of the American economy." "We

marvel that in spite of widespread ignorance of how it works, it still manages to achieve a long-run average compound rate of improved output of almost 3 percent per year. That's wonderful. No other system in history has done that; no other economy today can equal it.

"Yet evidence abounds that if we would stop doubting ourselves and selling the economy short with obstructive or ineffective legislation, poor management and the like, we might average better than a 3 percent annual gain.

"I know that your industry uses

1. Mr. and Mrs. Bert Smith, Crescent Ink & Color Co., Phila. 2. LNA staff man Herb Morse, Mrs. Morse and A. J. Quinby, Display Finishing Co., Long Island City, N. Y. 3. Mr. and Mrs. Gus Reichl, Ideal Roller & Mfg. Co., LIC, and Charles R. Roberts, Brett Litho Co., LIC. 4. Mr. and Mrs. B. P. Nilles, Rapid Roller Co., Chicago. 5. George Walsh, Offset Engravers Assoc., New York; Norman T. Steed (in rear) Miehle Co., New York; Harry A. Grandt, Robert & Porter, New York; and George Thompson, Litho Chemi-

cal & Supply Co., Lynbrook, N. Y. 6. R. V. Mitchell, Harris-Seybold Co., Cleveland and John Devine, Sun Chemical Corp., LIC.

7. Dick Manley and Robert A. Tobias, of American Type Founders, Elizabeth, N. J. 8. Morris W. Davidson, Courier-Journal Litho Co., Louisville, A. J. Fay, Western Printing & Litho Co., New York, and Walter E. Soderstrom, National Assn. of Photo-Lithographers, New York. 9. Mr. and Mrs. Arthur Mahnken, Sinclair & Valentine Co., New York.





10. Frank Garrett, duPont Co., New York; Larry Littman, Lord Baltimore Press, Baltimore; and Frank H. Lines, duPont Co., Wilmington. 11. Andy Donaldson, Strobbridge Litho. Co., Cincinnati; George Kindred, Kindred, MacLean & Co., New York; James G. Strobbridge, Strobbridge Litho.; and Harold Merten, same firm. 12. Carl R. Schmidt, Schmidt Litho., San Francisco, new LNA president; Elmer Voigt, Western Printing & Litho. Co., Racine; Ralph D. Cole, Consolidated Lithographing Corp., Carl Place, N. Y.; Jack Wolff, Western Printing & Litho., St. Louis; and Robert R. Heywood Jr., R. R. Heywood Co., New York. 13. On the Casino porch: A. J. Fay, Western P. & L., New York; David Schulkind, E. P. Lawson Co., New York; Lester Reiss, Lawson Co., New York; and Walter E. Soderstrom, NAPL, New York. 14. Harry A. Porter,

Harris Seybold Co., Cleveland; C. W. Weis, Jr., Stecher-Traung Litho. Corp., Rochester; and Richard C. Alden, Stecher-Traung.

15. From ATF: R. W. Ward, E. G. Williams, Douglass E. Murray, and Elmer Stacy. 16. From U. S. Printing & Litho. Co.: Mr. and Mrs. A. H. Wilhelm, Mr. and Mrs. E. H. Russell, and Mr. and Mrs. Howard Minnich. 17. Wearing leis at the banquet are Mrs. C. A. Morton, Mrs. J. P. Jordan, Mrs. W. R. Kavanagh and Mrs. B. L. Wehmhoff, whose husbands all are with West Virginia Pulp & Paper Co. 18. M. S. Burroughs, Dexter Folder Co., New York; William Carroll, Sinclair & Carroll Co., New York; Paul L. Black, Jersey City Printing Co., Jersey City, N. J.; John McMaster, Eastman Kodak Co., Rochester; and Ernest E. Jones, Graphic Arts Corp. of Ohio, Toledo.

complex machinery, technical processes, skilled labor, a lot of capital and requires unique managerial know-how. All of these factors have productivity coefficients which can be ascertained, analyzed and, I wager, improved. I can think of nothing that would so quickly repay your efforts or so quickly hoist that persistent 3.5 percent average net profit margin in your industry of the past three years.

"Increasing our productivity," he concluded, "is the only major plus source I know of which seems capable of offsetting the increasing demands on the fruits of our economic system."

"The Future of American Business," according to Robert A. Whitney, president of the National Sales Executives, Inc., the principal speaker at the opening session, is linked to the creative ability of American management to sell its products dynamically, forcefully and imaginatively.

"Production is a liability," Mr. Whitney observed. "It is only when goods are sold that they are an asset. In the last 12 months the economists predicted doom and disaster. We checked and found that the economists are 32 percent wrong. We're not worried because there's a job to be done — and we think American

management is capable of doing it."

Mr. Whitney pointed out that "consumption is the secret of American success — and despite the recession consumption power has not dipped." He emphasized the importance of the psychological approach in selling — and the need for catering to the changes in American social and economic life.

Sessions on research and training, and on costs and estimating, are covered in accompanying reports.

The final speaker at the convention was Martin R. Gainsburgh, chief economist, National Industrial Conference Board, who discussed the business outlook at midyear. He said

that "sharp cutbacks in production, accompanied by high, sustained demand for final products, suggest that the cyclical correction which began a year ago if not over may be at or near its final stages."

"However, the general pattern that currently prevails is primarily that of strong, sustaining forces, rather than a preponderance of either expansionary or contracting factors," he said. "There is no support for the thesis still advanced in some quarters that we stand upon the brink of depression or that emergency measures should now be taken to shore up an economy which continues to operate at a rate surpassed only once before (1953) in the nation's history."

The economist pointed out that "consumers are still spending at an annual rate of about \$230 billion, or barely \$1.5 billion below their peak outlays a year ago. This certainly does not suggest that the major body of American consumers have found or felt it necessary to curtail their living standards or that they have grave doubts that their employment and income will be sharply curtailed in the months immediately ahead."

"The actual picture is of a strong, stable consumption accompanied by a rate of individual savings as high as any peak savings year, excepting only the abnormal savings of World War II," he continued.

"We are undoubtedly on the rising side of a long-term cycle of business

conditions, which significantly conditions business and consumer actions and judgments today. We apparently, however, have not as yet completed the shifts and adjustments in the allocation of resources to warrant the conclusion that full-blown recovery and sound economic expansion is just around the corner."

The annual golf tournament was played on Tuesday afternoon, being halted for a time by a hail and thunderstorm which pelted and drenched many players.

Cocktails were served each evening, and the annual president's reception was held Wednesday evening. Hosts at these affairs were some 70 supply and equipment firms. The committee representing these companies com-

prised Harry A. Porter, Harris-Seybold, who was chairman; W. J. Cornell, Printing Ink Div., Interchemical Corp.; Carl Mellick, Miehle Printing Press & Mfg. Co.; and Matt J. Leckey, Sinclair & Valentine Co.

The annual banquet was held the final evening at which time the new officers were introduced, and Mr. Walters was presented with a set of luggage in appreciation of his service as LNA president. Gerald W. Mathison, president of Michigan Lithographing Co., Grand Rapids, again serving as golf chairman, presented prizes at the banquet.

Plans to hold the 1955 convention at Lake Placid, N. Y., were announced, but details are to be made known later on.★★

## Strong Panel Discusses Labor

**P**ROBLEMS of labor relations, from the national administration of the Taft-Hartley Law to negotiating lithographers' contracts, were discussed at the LNA convention's labor session, held Tuesday morning, June 8. Paul H. Lyle, production superintendent of Western Printing & Lithographing Co., who is chairman of LNA's labor relations committee, was chairman of the session.

Current problems in the administration of the Taft-Hartley Act were described by Philip Ray Rodgers, a member of the National Labor Rela-

tions Board. The Taft-Hartley Law requires only reasonable conduct on the part of both management and labor, he said, and added that most labor difficulties arise because one or both parties insist on the right to evaluate their own reasonableness. The NLRB is concerned only with the application of law, and not with social, economic or political reforms, Mr. Rodgers said. The board is accountable to all the people and seeks to protect the public interest.

There is a consistent misconception as to the functions and purposes

**LABOR PANEL.** L. to R.: Forrest H. Kirkpatrick, Wheeling Steel Co.; George A. Mattson, LNA staff; Paul H. Lyle, Western Printing & Litho. Co.; W. Floyd Maxwell, LNA; Philip Ray Rodgers, mem-

ber, Natl. Labor Relations Board; Earle K. Shawe, Baltimore attorney; Kenneth B. Haynes, Haynes Lith Co., Silver Spring, Md.; and William E. Zabel Jr., Zabel Bros. Co., Philadelphia.



of the board, Mr. Rodgers stated. It is not a part of the Department of Labor, and was not created to settle disputes, adopt labor policy, etc., but to administer the law.

Forrest H. Kirkpatrick, assistant to the president, Wheeling Steel Co., criticized management for not being realistic enough about negotiations, and not making proper preparations. "It is time for management to be realistic and not so emotional," he said. He also declared that management must be constant, and realize that labor relations is a full time job; management must learn to be honest rather than clever; and management men must become the leaders in labor relations.

A panel discussion centered around the theme "Quid Pro Quo (Something for Something) in Labor Relations." The moderator, George A. Mattson, LNA director of industrial relations, said that the "benefits to employees and the union in the lithographic industry have been many since 1946 — the percentage increase in hourly rates over those in effect in 1939 greatly exceeds the percentage increase in the BLS Cost-of-Living Index."

"The standard or regular work week has been reduced from 40 to 36¼ hours with no reduction in the weekly wage rate," he continued. "In addition, there are 21 lithographic areas in which employers have agreed to a further reduction in the work week to 35 hours. Likewise, employee benefits with respect to paid holidays, vacations, health and welfare benefits exceed, for the most part, similar provisions provided employees in other industries."

The fact that in many litho plants the foremen and supervisors are not made to feel that they properly are a part of management is at the heart of many labor difficulties, William E. Zabel pointed out. Mr. Zabel, an executive of Zabel Brothers Co., Philadelphia lithographers, asserted that management is missing the opportunity of educating supervisory men as part of management. The company needs their loyalty for just the everyday operation of the plant. "Without them, there is no chain

of command beyond the office," Mr. Zabel declared.

A prime job of the man at the top of any company is to familiarize

### **Need for management to take initiative and for supervisors to be kept on management team is stressed at session**

himself completely with the labor situation, he continued. "It is too easy to duck the job of negotiating a labor contract, and too many executives who actually have the prime responsibility delegate this work to others."

Mr. Lyle told the assembly that "one of the most important things we should expect from a union is that we have the opportunity to deal with responsible leadership. . . and we have the right to expect an informed membership, not one that is held in ignorance of what is going on in the industry and in the union's relationship with the company."

We have a right, he said, to expect as union leaders men who know the economic facts of life; men concerned with the welfare of the individual in the union; men who are not primarily concerned with their own political future; men who honor their commitments whether spoken or written; and men who present the same face to those they represent as they do to management.

He emphasized that "both the company and the union must operate in good faith. The unions in many ways have taken the initiative and seized from us the leadership that belongs to us and ultimately must rest with us. If we want to regain this leadership, we have to get closer to the men than we have. We have to try to eliminate the doubt that employees have had in their minds about employers."

"I believe that management should actively solicit participation of all its employees in thinking about the everyday operation of the business," Mr. Lyle continued. "I believe that management should recognize that the sum total experience of all its employees is greater than that of management alone. I believe that management should give equal consideration to the thinking of employees with that of management and make decisions accordingly."

Another panel speaker, Kenneth B. Haynes, president of Haynes Lithograph Co., Silver Spring, Md., said that "from our employees we ask cooperation at all levels in working as a team to assure business success. Just as we strive to create a valid atmosphere of progress and job security in the plant, so we expect our employees to trust our judgment and put their faith in our ability to do the things that are best for the business and for them in the long run. In like manner, we feel that the union must make an honest realistic effort to cooperate fully in the three way task of working toward mutually beneficial goals."

Earle K. Shawe, Baltimore labor relations specialist, told the panel that "from management's standpoint the following essentials are necessary for collective bargaining":

"1. Complete analysis of the company's position to afford employee benefits.

"2. The preparation of a positive position based on an analysis of economic conditions.

"3. An understanding of the union's policy based upon an analysis of contract settlements in the industry and in anticipation of union demands.

"4. An ability to talk the union's own language and to counteract their reliance upon the legalities of labor relations.

"5. An insistence upon confining the scope of bargaining to the immediate area and to retain competitive balance.

"6. A capacity to eliminate the window-dressing attendant to union demands and to come to grips with principal issues that may constitute strike issues."★★



**COST PANEL.** Standing: Everett F. Bowden, Forbes Lithograph Mfg. Co., Boston, chairman; seated, L. to R.: Harold Drury, Mgr., estimating dept., Forbes; Forrest R. Taylor, president, Midland Litho. Co., Kansas City; and Ralph F. Stephen, controller, The Meyercord Co., Chicago.

## Sales Data, Estimating Accuracy Needed

**EVERETT F. BOWDEN**, Forbes Lithograph Mfg. Co., Boston, chairman of LNA's cost, accounting and financial management committee, conducted the Wednesday afternoon session dealing with problems in these fields.

The panel discussion abounded in many provocative ideas for increasing profits through recognizing the need of exactness in sales specifications and more accuracy in estimating orders and planning more effective control of labor and materials waste in production.

Helpful ideas for avoiding the pitfalls of estimating, were set forth by Harold Drury, manager of the estimating department of the Forbes Lithograph Mfg. Co., who posed this question: "Are You Losing Orders Because of Inadequate Sales Specifications and Losing Profits Because of Inaccurate Estimates?"

Mr. Drury gave three important reasons for the need of exactness of specifications:

(1) It is bound to result in a higher percentage of successful sales because approximate prices must always be cushioned, and an estimator

in any lithographic plant will protect himself and his company whenever there is any inexactness or ambiguity about the specifications. In our highly competitive business every time your estimator cushions you are lowering your chances of getting that particular business.

(2) It is necessary in that sales made on such estimates will be more profitable on the average because of the pitfalls and losses avoided by care in preparing the estimate. Because of lack of exactness in specifications the estimator commits his company to operations that are not in the price or underestimates the time needed to perform them.

(3) In a carefully planned estimate, the exact specifications and the items within the estimate can be used by your Production Control Department just as they stand and make a very accurate check or guide-post for the scheduling and production of the actual job.

Mr. Drury stressed the importance of carefully coaching the salesman in all aspects of the job. "Nothing is more expensive to the lithographer than to estimate on a regular job,

and then find after receiving the order that the salesman has committed the company to a top quality job, and that the customer's orders and various correspondence constantly reiterates this particular condition."

In discussing "How to Increase Profits Through Control of Waste Materials," Forrest R. Taylor, president of Midland Litho Co., Kansas City, Mo., cited six reasons for excessive spoilage and waste as follows: (1) laxity of management; (2) improper methods of control; (3) lack of clear, concise production orders; (4) improper attitude of personnel; (5) incompetent conversion; and (6) neglect of supervision.

"The reduction of spoilage and waste will come about by the vigilance of top management, diligence of craftsmen and the cooperation of all," he contended. He offered many ideas for the control of waste under the following topics: (1) planning, layout, engineering; (2) purchasing, procedure, prices, quality and quantity; (3) inventory control and storage; (4) conversion—use of materials, paper, ink and supplies; (5) spoilage records.

Corrective measures for eliminating labor waste in lithographic plants were discussed by Ralph F. Stephen, Controller of The Meyercord Co., Chicago. He pointed out that wherever such waste exists it "is due to our inertia and nothing else."

Mr. Stephen said that the control of labor wastes involves an active program made up of the following four continuous processes: (1) Defining of waste to the end that all concerned may recognize it; (2) Detection of waste; (3) Analysis of waste to determine why it occurred; (4) Elimination of waste through removing its causes.

In the last analysis, Mr. Stephen contended, the control of labor waste "all begins with you—your attitude toward your people. You set the pace, the example—the rest only follow. The finest accounting systems, the most elaborate forms, the most capable accountants will avail you nothing unless you direct, inspire and love your people."★

## "Spectacular Developments" Seen in Checks

**S**PECTACULAR developments in automatic machine handling of lithographed bank checks, both at present, and in terms of their future implications, were emphasized by Arthur B. Toan Jr., of Price, Waterhouse & Co. Mr. Toan was the principal speaker at the Tuesday afternoon annual session of the Bank Stationers Section of the LNA.

Discussing "Checks in an Electronic World", he said that these machines mean that "lithographers have a grand and glorious opportunity to design a product of higher quality which lends itself to being processed at a greatly reduced net cost to the consumer, even though the price of the product may be increased."

"I believe the lithographers can make a number of important contributions which will benefit both themselves and the business public which they serve," he stated. He proposed the following individual and collective program:

1. Standardize checks. Mechanical and electronic procedures of any kind require a high degree of standardization.
2. Learn how to make or imprint punched card checks and prepare for an expansion in their use.
3. Work with spots. At least work with them enough to know what they are. Magnetic materials and fluorescent ink will, I believe, be standard lithographers' materials some day.
4. Upgrade the quality of your own printing and your own printing equipment.
5. Learn about attachments. Be prepared, if standardization of checks won't work, to supply check attachments.
6. Stress personalization of checks.
7. Do as much precoding as possible. Encourage the bank to put account numbers on customers checks.
8. Prepare for high-speed printers. Make sure you can produce checks which can meet the speed and tough-

Fred J. Kraemer, Jr. was re-elected chairman of the Bank Stationers Section.



ness requirements of the high-speed printers.

Fred J. Kraemer Jr., Dennison & Sons, Long Island City, N. Y., was re-elected chairman of the section. George W. McSweeney, Deluxe Check

Printers, Inc., Chicago, was elected vice chairman, succeeding Malcolm Dennison of Rocky Mountain Bank Note Co., Salt Lake City, whose term as a director expired.

Members of the executive committee, besides the chairman and vice chairman are: Clark R. Gregory Jr., Herald Printery, Louisville; Homer H. Peterson, Peterson Lithograph & Printing Co., Omaha; J. H. Riggs, Young & Selden, Newark, N. J. office; William J. Hutchings, Clarke & Courts, Houston; and J. Wilford Sheridan, American Bank Stationery Co., Baltimore. William P. Gildea Jr., The Falconer Co., Baltimore, represents the bank stationers section on the LNA board. ★ ★

## Research Seen as Top Management Concern

**J.** LOUIS LANDENBERGER, president of the Lithographic Technical Foundation, who spoke on "Research — Its Benefits Are Within Your Grasp," at the Wednesday morning research and training session, emphasized that the decision to use the industry's research is one of top management "and not one properly subject to delegation."

"A lot of experiments have been

made and research has advanced the industry from the stone age to the electronic age," Mr. Landenberger pointed out. "This development has cost a lot of money, and you are the men who have paid for it. It is only by the adoption and use of these products of research that we as individual plant owners and operators are going to profit."

(Continued on Page 107)

**RESEARCH and EDUCATION PANEL:** Charles Shapiro, educational director, Lithographic Technical Foundation, New York; James G. Strobbridge, Strobbridge Lithograph Co., Cincinnati, chairman; and Michael H. Bruno, LTF research manager, Chicago.



# **New Techniques and Developments in Offset Platemaking**

## ***Surface, Deep Etch, Multi-Metal Presensitized***

**S**INCE the end of World War II the advances in the field of platemaking have been tremendous. Not only have entirely new systems of platemaking been developed, new materials discovered, but in this period various research organizations have conducted work which has led to a better understanding of the older processes. With this understanding have come new controls, new techniques and much better plates.

Many of us remember that it was not too long ago that 20,000 impressions was considered a long run from albumen or what we call surface plates today. Now we expect 100,000 impressions and are no longer surprised when we get reports of twice that number. This remarkable improvement cannot be attributed to any one thing but rather to a combination of factors: advances in metallurgy which have given us better raw materials to work with; research in surface chemistry which has given us a better insight into the preferential wetting of the image and non-image portions of a plate by ink and water respectively; the production of new and more purified colloids which has given us better coatings, and the development of new resins which has given us extremely efficient lacquers.

Many of the developments had

their origin in the small press or duplicating field where new and expanded requirements have led to many new products. However, here we are concerned with developments in the larger, or what we conventionally call the lithographic field.

Recently a survey of platemaking methods and materials was conducted. Over three-hundred plants participated and reported on over one million two hundred thousand plates. A preliminary report has been issued and the figures are rather interesting.

With respect to the metal employed, 86 percent of the plates made were on zinc, 9 percent on aluminum and the other 5 percent were of multi-metal, steel, etc. However, since this survey was made last year, the use of aluminum has increased. Considerable effort is being expended on new metals and new alloys, however, most of this effort is designed to meet specific requirements and I am sure that for a long time to come our plates will be made on the two basic metals, zinc and aluminum.

There have been some new developments in the surface treatment of both these metals which will lead to smoother grains and conceivably the elimination of grain entirely. This has already been accomplished to a great extent with aluminum.

The same survey mentioned earlier

also reveals the fact that 70 percent of all the plates made were by surface methods, and only 25 percent were by deep etch. Consequently, let us examine the surface processes first.

I am certain that all of you have heard about the new "synthetic" coatings. Just why they are called "synthetic" I am not sure. The term seems to apply to all surface coatings not made from albumen. Basically most of these coatings are made from casein or casein derivatives. Now the use of casein in a surface coating is not new. It goes back a long time. What is new is the improvement that casein manufacturers have made in the control of their product. The spur here, strangely enough, came from the adhesives field and lithography has profited. These new coatings have many advantages over albumen. They produce a tougher image and are far less susceptible to humidity. It is now possible to coat a plate ahead of time and store it under average conditions for periods of up to three days without any great decrease in quality. It is possible to use less dichromate without sacrificing speed. With all this these coatings are reasonably priced and have a long shelf life. The reproduction quality is better than the average quality obtained from albumen, a

## By Harry Mueller

Litho Chemical & Supply Co.  
Lynbrook, N. Y.

longer scale is possible, and full rich solids are not difficult to achieve.

These coatings by themselves would not have any appreciable advantage over albumin were it not for advancements in the entire process. Let's look at some of them. We are finding out more about the function of the counteretching operation and thus you can expect to see new formulas for counteretches. Other acids and salts will replace the conventional acetic and hydrochloric counteretches. Among these are formic acid for aluminum and citric acid for zinc. Ammonium alum also is being investigated and shows promise.

All of you are familiar with pre-etching a plate in the summer time. Here again acids and non-poisonous salts are replacing the conventional dichromate phosphoric acid etches. The Lithographic Technical Foundation pre-treatments with Cronak and Brunak are well known so I need not discuss them beyond saying that already it appears that these techniques are obsolete.

Since the war one of the greatest advances in surface platemaking has been the development of lacquers which are applied to the plate before inking either before or after exposure. Up until recently these lacquers

were derived from nitrocellulose and formaldehyde resins. Now we have discovered how to incorporate vinyl resins in our lacquer formulas. These new vinyl lacquers have yet to be fully exploited but there seems to be no doubt that they resist blinding caused by chemicals and gums better than the older lacquers. It is doubtful that they increase resistance to abrasion. However, since gum arabic is repelled by them, blinding from this cause is reduced and plate life is extended.

Finally, post-treatments of surface plates permit almost complete desensitization of the non-image areas and scum is greatly reduced. Again, post-Brunak and post-Cronak have been with us for some time. More recently a post-phosphate treatment has been developed in Sweden and investigated by the Lithographic Technical Foundation in the United States. This treatment insures the removal of any residual coating and leaves the surface of the plate in a condition where it will readily absorb gum. In the post-phosphate treatment a solution made from aluminum sulfate, potassium nitrate and monobasic ammonium phosphate is flowed on the plate after it is developed and gently swabbed for two or three minutes. It is then washed off completely, and a gum etch, free from dichromate, is applied and dried down.

If you have been having trouble with scum I suggest you look into this technique. Under ordinary conditions, however, a good gum etch which incorporates tannic acid in its formula will give an excellently desensitized plate. But it must be dried down on the plate if you are to realize its full benefit. It is not necessary to gum a plate which has been etched in this manner.

In the deep-etch field the big improvements have come as a result of a better understanding of viscosity and surface tension. These must be carefully controlled in deep-etch coatings. The colloid in deep-etch coatings is still gum arabic but we have learned how to keep the coatings clean. All of you know that as deep-etch coatings get old they develop

crystals. This "dirt" was not present at the time of manufacture; our filtration methods see to that. As this sediment develops there is also a change in viscosity with resulting change in the thickness of the coating film on the plate, causing a change in image quality. Now we are able to control this and prevent the formation of this dirt. We have one sample in our laboratory which is now almost two years old. Periodically it is examined under five hundred power magnification. To date we have not found any of the crystals I mentioned earlier. But more important, the viscosity has not changed at all over this period of time. Thus to all intents and purposes, if everything else is held constant, this two-year-old coating will produce a plate which is identical to one made from a coating manufactured yesterday.

In deep etch developers there has been little change. Our etches, however, now work more evenly and cleanly and they produce little or no fuming.

The most important development in deep etch plates has been the formulation of vinyl resin lacquers. These can be said to be truly non-blinding and have greatly increased plate life. A word of caution, however: be sure that they are allowed to dry well. With our product we recommend five minutes and would like to see more.

Considerable work has been done and is being done in the polymetallic field. Most of these plates have one thing in common, the printing surface is copper. This metal has been found to be the metal which can be greased the easiest—it has the greatest affinity for lithographic ink. The non-printing portion of the plate is either chromium or aluminum, both of which are easily wet by water and have very little affinity for grease.

The poly-metallic plates fall into two categories. Those which are made from negatives and those which are made from positives. In the former, the plate, as it comes from the manufacturer, has copper plates on steel or aluminum. In use the plate is counteretched and an image

\* Based on a talk before the Washington Litho Club, March, 1954.

is produced from a negative. Either a deep etch type coating can be used, which, of course, must be developed with a deep etch type developer or, a protein coating can be used, which is processed in the same manner as a surface plate. After the plate has been developed, the copper in the non-printing areas is etched away with a ferric nitrate etch which exposes the base metal.

The stencil or image is then removed and the copper is greased with a rub-up ink. The two leading plates of this type are the Lithengrave, developed by LTF and now manufactured by the Springdale Laboratories, and the Aller plate, made and distributed in this country by the Frederick H. Levey Company.

In the positive-working poly-metallic plates the copper is plated with chromium and in some cases both are plated on a base metal, thus forming a sandwich with the copper between a base metal and chromium. These plates are processed in the conventional deep etch manner with a chromium etch replacing the usual deep etching solution. No lacquer is required. The most familiar of these plates are the Springdale Lithure plate and the IPI Tri-Metal plate.

Not exactly in the poly-metallic field, but a very good plate nonetheless is the copperized plate. In this process aluminum is processed in the conventional deep-etch method but after the deep etching and alcohol washes the plate is dried and then a copper solution is applied to the plate. This solution chemically plates copper on the printing areas and gives a clean-running long-life plate. This is the easiest and most economical method to get copper in the printing areas. The results in improved printing readily warrant the slight additional cost. Many shops are now copperizing all deep etch plates regardless of the length of run.

Some of the most spectacular advances in the platemaking field are represented by the presensitized plates such as the 3M, Alumalith, Uni-Cote, Enco, etc.

A diazo coating is put on a specially prepared aluminum surface  
(Continued on Page 107)

## Production Supervisors Have Key Spot . . .

# Modern Management

**A**BLE management is a necessary prerequisite of any good enterprise, large or small. Intelligent leadership is based upon certain qualities, not necessarily those generally considered as standard requirements for a responsible and successful manager.

If we agree that big industry is the backbone of our national economy, we have to admit that medium and small industrial units are the ribs which shield and protect the heart of our American organism.

When studying the problem of management I have found many books on the "ailments and cures" concerning big plants, and very few references on how to manage and guide medium and small enterprises. I was truly amazed.

We live in an age in which democracy gives undisputable rights to an individual and at the same time asks him to depend on machines. Modern times have imposed upon management the care of workers and technical equipment. Upon the employee is imposed the task of coordinating his abilities with the capacity of the machine he operates.

In the old times a plant manager looked for a "tough guy" to make him a foreman, whose duty consisted of forcing efficiency of labor in order to keep production rolling. Today, the situation is basically different. A foreman or a plant manager must

synchronize the work of machines and workmen and harmonize the capacities of both.

The handling of equipment requires technical knowledge and trade experience, but dealing with human elements is more complex. A qualified leader must at the same time be a teacher and a psychologist.

Efficient production is measured by a large output and a high quality of product; it is based upon smooth and speedy functioning of precision machinery. In order to have the work done accurately by a worker, he must be carefully instructed on the character of his work. In order to assure efficiency in production it is necessary to have an experienced and skillful plant manager, well acquainted with the capacity of machinery and able to make it produce.

There is, however, one element linked constitutionally with efficiency: good will, which we can not expect from the best of technical equipment.

Here comes the leader, the worker, the *man*. One of the most important conditions of good production management is to know how to make the personnel willing to perform steady good work.

There are quite many answers to that problem, like high wages, healthy working conditions, vacations, etc., but none of them can be accepted as a complete solution. It is morale of the worker that counts.

# in Smaller Plants

*By L. K. Straszewicz*

Cullom & Ghertner Co.  
Nashville, Tenn.

A worker in a shop, like a soldier in the army, wants to be proud of his unit, be able to respect his bosses and share mutual trust and loyalty. Production will always remain mediocre if producers lack ambition.

To create shop patriotism and loyalty among workers is a big and not very easy problem for management. Managers who have achieved that atmosphere may be considered good and competent. There is no doubt that the main responsibility for establishing good plant management rests upon the president's shoulders.

The president of any industrial organization should possess one indispensable quality: a right judgment of men for managing positions. His right choice of the plant general manager is of the greatest importance. The man chosen as general or production manager must be able to select and properly direct his assistants. Production manager is not only responsible for choosing the right man for a foreman's position, but he also must carefully instruct him and check his handling of personnel and production.

The position of production manager especially requires a good technical and general education, broad experience, and knowledge of the trade. The production manager must be an expert in production as well

as in selecting and handling the personnel.

In judging the qualities of a man, especially for a managing position, his practice should not be confused with his experience. Practice means repetition of a function which gives only skill; experience is secured through adaptation to varieties of conditions and acquisition of the sense of functions.

The management must understand that an average worker is longing for a friendly atmosphere in the shop. The shop atmosphere means even more to him than it does to a foreman or a superintendent. He is expecting this friendliness and is ready to meet it. But at the same time, he is suspicious and watchful. This is the inheritance of workers from past industrial relations. Suspicion in the workers' attitudes makes the task of gaining and keeping their confidence so much more difficult. It also may upset the good relations between labor and management.

The fairness in dealing with personnel should never be shown as a favor of the management, but must be considered as part of the company's business principle.

The management must always be very careful not to upset the personnel unnecessarily.

A man in the executive position is not entitled to moods. His temper or disposition should never be dis-

closed in front of the personnel. He must know how to control himself even at the most aggravating moments. The private office of an executive is the only proper place to be used for cooling off, never the shop.

Not many executives realize how closely they are observed and how much their mood influences the whole personnel. I know of an instance when a highly valuable specialist quit a very profitable job. His explanation was: "I changed my job for less pay because I can not stand the capricious moods of the 'Big Boss.' He never made any unpleasant remarks that is true, but he often walks through the shop and passes by me without even a nod." "Blue Mondays" are the most trying days for the managers to keep faces undisturbed.

The most irritating cases of spoiled jobs should be checked and investigated without a bias against the involved worker. It always pays in the long run to look for the basic, indirect cause of a spoiled job instead of simply scolding the guilty workman. Nothing can undo the loss already sustained, but everything should be done to prevent the next spoilage. That's one of the manager's quality tests.

The manager must have the ability to respect the opinions of others, his superiors as well as his subordinates: the initiative of the personnel is a valuable asset to a plant.

A worker should be given the opportunity to talk freely to the manager in order to present his idea. He should always be taken seriously and gratified with a "thank you" even if his suggestion lacks value or applicability.

A good plant manager should be able to make quick decisions and be prompt in preventing any situation which may cause stoppage, spoilage or difficulty in production. One or two false moves and his prestige with the workers is lost.

Modern, efficient and able management is more important in medium and small enterprises than in big plants, for it may be a decisive factor in the downfall or prosperity of the whole business.★★

# Photo-Composing

## 4. Plate Register

*By Charles W. Latham*

**I**T is not absolutely necessary to have the series of images on the plate line up accurately with the edges of the plate. In fact, plates that have been in a press seldom have straight edges to which you can line up. A little discrepancy here can be compensated for by the pressman in adjusting his plate clamps in the press. However, the smaller this discrepancy, the less the plate will have to be shifted about on the cylinder, and the shorter will be the makeready time.

The photo-composer operator can be of great help to the pressman in cutting down press makeready time. This may be done in one of two ways. In some shops each press has a set of cylinder marks and a center mark. Cylinder marks are scratches in the edges of the cylinders, three or four inches back from the front edge of the plate at the two ends. If the operator will shoot some accurate marks on his plate to coincide with these cylinder marks on the press, the pressman can line up his plate horizontally and know that it is in correct position before he locks up the back clamps. Without these marks, he will have to guess at the accuracy of his plate's position. He will have to lock up his plate completely, wash it off, ink it up and pull a printed sheet before knowing how far off he is. He will then have to move his cylinder to bring the plate into register. If the plate is cocked, he will have to loosen all of his back clamps and swing the plate into position. This

can be costly on a four color press with its high hourly rate.

Other shops have a system where each press has pins in the front bar. These pins correspond to pins in the plate bed of the photo-composer. If the operator is certain always to place his plate carefully against the pins, and the pressman places the plate down to his pins, the plate will be automatically in register on the press.

The plate bed of the Rutherford photo-composer has holes drilled into it so that each size of plate may have two pins to rest on and one pin to side guide it when putting a plate on the bed. Notice is taken of the size of the plate and the three pins are put into holes that correspond to that size plate.

The plate is fastened to the bed with tape. When the bed is swung into place, and positioned by the guide locks, there is register relationship between negative, machine, and plate.

On the Lanston Machines the three pin method may be used by placing pins in the punching device. Then when the holes are punched there is a register relationship between the pins and the work on the plate, which is carried over from pins to machine by the punched holes.

The cylinder mark method can be used, of course, if the operator will shoot register marks on the plate at a specified reading for each different size plate. This is probably the most universal method used as it is

possible to use it for plates made in trade shops. All that is necessary is to specify where the marks are to go on the layout. Each size and make of press uses a different reading.

While it is not a part of the platemaker's job to put positioning marks on press cylinders, an understanding of how it is done should be of great help to him. He will have to cooperate closely with the pressman and the machinist in the placing of these marks. For this reason, the subject is included in this book as a guide to the platemaker as well as pressman and machinist.

The best way to put marks on the cylinder of the press is to drill and tap a hole the correct distance back from the leading edge of the cylinder and extending out into the gutter between the cylinder body and the bearer. (See Fig. 38.)

A threaded brass plug is now screwed into the hole tightly and sawed off. It is then filed down to the surface of the cylinder body and smoothed off. A fine scratch is then engraved on the brass plug to which the plate marks are aligned.

In order to locate the exact position for the plug and the engraved line, it is first necessary to make a plate in the photo-composing machine with several cylinder marks on both sides. The reason for making several is so that a choice can be made of the one most convenient for the pressman to use. Be sure that the marks extend right out to the

edge of the plate. There should also be sheet cutting marks on the plate or better yet, an actual job.

The next move is to set the press front guides in the center position if the guides are moveable. Now print some sheets and carefully check the front margin. If this is not straight at the gripper edge, move the plate, not the guides, until the margin is uniform across the front. With the plate in perfect position, choose the cylinder marks, one on each side, that are most convenient to see when the plate is being put on the press. Put your plugs and scratches alongside these marks and do it with precision, using a long straight-edge and a fine needle.

Subsequent plates with identical marks can be put on the press with a minimum shifting of cylinder, plate or guides.

#### Stretched Sheets

It may be felt by some platemakers that pressmen's troubles have no place in a book of this type, but among educators it is conceded that the more a craftsman knows of the other fellow's job, the better he will be at his own job. This is especially true when the first man is producing something that the next man has to use. It concerns platemakers and pressmen. Platemakers are often responsible for excessive stretch of paper in the press.

It sometimes happens, on multicolor jobs, that the sheet will stretch excessively in the press. This is likely to take place on five or six color jobs run on single color presses. It is caused by excessive moisture pickup by the paper while being run. The sheet may get some moisture from the air and it certainly gets some from the blanket.

Poorly desensitized plates, and albumin plates that tend to scum because of residual albumin, require the pressman to run excessive dampening solution. Much of this moisture goes into the paper. Albumin plates should be post treated before etching to eliminate the residual albumin. All plates on multicolor work should be well desensitized to reduce the necessity for excessive press moisture.

Paper that goes to the press in a

too dry condition will stretch excessively under any condition. Paper should be conditioned with moist air to a point where it is in balance with the pressroom atmosphere. Actually, for best results, the paper should be at a higher humidity than that of the air. It will then give off as much moisture to the air as it picks up in the press.

Another thing that contributes to too long an image around the cylinder is the way the pressman packs his press. Too large a blanket cylinder diameter will cause excessive elongation of the image even on the first color. In packing single color presses for multicolor jobs, the first color should be run "short." This means a high plate and a low blanket. This allows more leeway to shift packing to take care of paper stretch. More packing can be shifted from plate to blanket without getting slur on the later colors. Printing "short" does not mean printing shorter than the plate. It merely means printing shorter than normal so that if the paper stretches it can be taken care of while remaining inside the permissible range of packing shift. All press manufacturers agree that there is a "range" in packing and that

good printing can be done anywhere within this range.

This information regarding the making of high quality plates, the correct seasoning of paper, and the proper packing and setting of presses has been widely published by LTF. Still, it is very often ignored and the result is excessive stretch of the paper. By the time the last color goes on the job, the image is so large and so much packing has been shifted that a bad slur occurs. The photo-composer operator is then asked to

(Continued on Page 109)

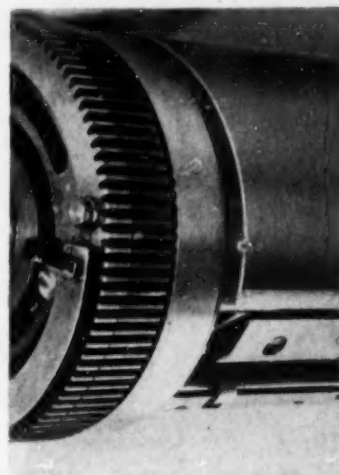


FIGURE 38

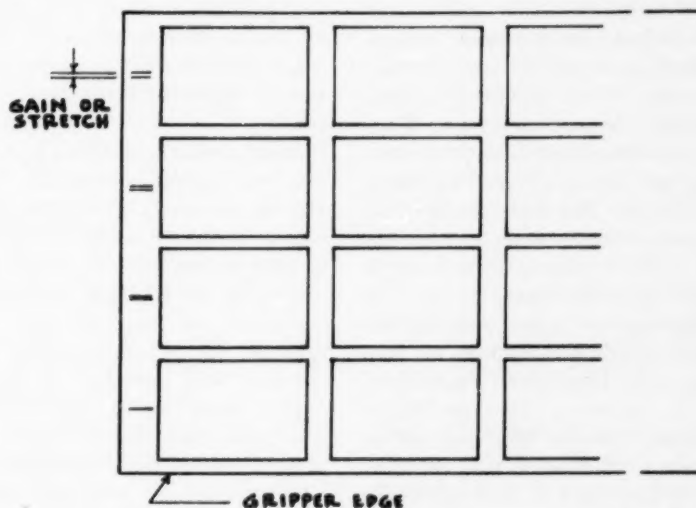


FIGURE 39





## 527,000 Visit Graphic Arts Show in Germany

**A**N ESTIMATED 527,000 visitors walked, rode, and gaped, in May, at the biggest graphic arts exposition ever held. It was the DRUPA, International Printing and Paper Fair, held at Dusseldorf, Germany. Running for 16 days, from May 15 to May 30, the big show attracted numerous visitors from the U. S. among the 77,000 registered from some 48 lands outside Germany.

Printing and paper converting machinery, related equipment and supplies were shown by 772 exhibitors. U. S. exhibitors included Miehle Printing Press & Mfg. Co., Miller Printing Machinery Co., Mergenthaler Linotype Co., Intertype Corp., Consolidated Photo Engravers and Lithographers Equipment Co., Ralph C. Coxhead Corp., Russell Ernest Baum, and Vandercook & Sons.

Sales for export were reported by some firms to be brisk. One equipment company reported that it had

confirmed orders for three-fourths of its annual production, and another reported that half of its annual production was spoken for in export markets.

Some American observers reported that the exposition indicated that German manufacturers will be strong contenders for the world markets for graphic arts equipment.

Exhibits were located in several buildings on the 50-acre fair grounds. Transportation about the grounds was provided by motor trains similar to those used at the 1939 New York World's Fair.

New graphic arts developments in photo-typesetting, automatic photo-engraving, and other such developments which have been described in the trade press previously were on view. But most of the exhibits were of more conventional equipment with improvements and refinements.

A report of impressions of the ex-

position was released early in June by Benjamin Sugarman, of Consolidated Photo Engravers and Lithographers Equipment Co., Chicago, an exhibitor and an importer of European presses and other machinery. He said that letterpress and gravure presses predominated in the exhibits, but that many new offset presses were shown. Most of these presses were in operation. To add to the hustle and bustle, and hammering of the presses, he said, a sound system was blasting messages in all languages every day. At the same time exhibitors were trying to talk to printers from many countries by making signs or drawing pictures.

American visitors generally reported that the show was the biggest thing ever staged in the graphic arts, and that it was well organized. It was the first DRUPA show since 1951, and was much larger than the earlier one.★★

# Technical

## SECTION

### TAGA Abstracts

#### Part 2

**P**APERS presented at the annual meeting of the Technical Assn. of the Graphic Arts, May 10-11 in Milwaukee, were released in abstract form. Last month the first eleven of the 22 abstracts were published here. Following are the others.

**12. A Rapid Engraving Process.** Daniel L. Goffredo, American Newspaper Publishers Association.

This report covers an unconventional means of engraving. The objective was to eliminate the "powdering" process. "Powdering" accounts for most of the time involved in the etching process. Eliminating the necessity of powdering would greatly shorten the time required to etch a plate. This process will etch a 65-line screen to a depth of 0.005" in less than 10 minutes.

The engraving metal used in this process is copper plated zinc. The copper is stripped from the open areas to give a copper relief plate. The exposed zinc is spray etched with a copper sulphate solution and the sides of the relief are automatically "powdered" by galvanic precipitation from the etchant.

This process is still in a laboratory curiosity stage. Refinements are necessary before it can be considered practical.

**13. Drying of Sensitized Gravure Tissue.** Rolland H. Caine, R. R. Donnelley & Sons Co., Chicago, Ill.

In the process of drying sensitized gravure tissue on a ferrotype it was required to establish reliable drying conditions in which tissue could be uniformly dried free of defects. Drying rate data were obtained experimentally where temperature, relative humidity and air velocity were varied. From curves of these data the duration of the constant rate and falling rate periods of drying were found. The results indicated desirable conditions during the falling rate period to be 75°-80°F. dry bulk temperature, 75% relative humidity and 600 fpm air velocity. Lower relative humidity during the constant rate period was advantageous in reducing the elapsed drying time.

**14. Paper Moisture Balance.** George Hammer, and Williard Greenwood, Forbes Lithograph Mfg. Co.

Some of the requirements for lithographing sheets in controlled atmospheric conditions are considered. A proposed type of chart for decisions on paper conditioning is described.

Current conditions and practices in a number of plants have been reported in questionnaire form. A summary of this data is given on: type of air conditioning, temperature

and R. H. standards, paper conditioning matters such as percent conditioned, atmospheric balance, rough volume of color register work, use of the paper hygroscope.

This work is intended to supplement published material with current operating conditions and problems, with a view toward avenues of improvement.

**15. Glass Fiber Papers.** Robert B. Hobbs.

Some of the problems encountered in the development by the National Bureau of Standards of a paper made entirely of glass fibers are discussed, and the present process of making such paper on a Fourdrinier paper machine is described. Characteristic physical and other properties of the paper are mentioned, and its present commercial uses are listed. The possible use of glass fiber paper for printing, writing, and records is considered. Its advantages and disadvantages for such use are discussed, and the kind of research that would need to be done is indicated.

**16. Estimation of Printing Ink Bleeding in Humid Atmospheres.** Harry H. Hull, R. R. Donnelly Co.

Some pigments used in printing inks have a sufficiently high water solubility that they "bleed" when exposed to atmospheres of high humidity. Under these conditions, halftones printed with them will change color and when the printed

picture is a color proof, it may be impossible for the printer to "match" it.

A test has been developed which permits the estimation of the degree of "bleed" for any printing ink. It is made by printing a light halftone (5%) on the paper selected for the printed job, exposing this sheet to an atmosphere of 100% relative humidity at room temperature for 16 hours. Bleeding is indicated by a deepening of the color. The color change is measured by instrument.

17. *An Experimental Study of Ink Film Thicknesses*. D. N. Adams, Harris-Seybold Company.

This paper describes an experimental arrangement designed to measure the relative thicknesses of ink films existing on the ink storage drums of a Harris LTV Press under printing conditions.

This experimental arrangement is based on the absorption of beta particles by the ink films.

18. *Lithographic Press Ink Distribution Studies by Radiotracer Techniques*. Dr. John R. Bradford, Case Institute of Technology and Harris-Seybold Co.

An analysis was made of ink flow on rollers of lithographic presses by means of radioactive tracers. The investigation involved a study of the rate of exchange of printing inks on steel and rubber rolls, and the measurement of ink film thicknesses during press operation. A mathematical analysis of an ink distribution system was made and radiochemical and analytical data evaluated.

19. *A Compensation Chart for the Effects of Ambient Conditions on Paper Hygroscope Readings*. Gordon C. Wheeler and R. F. Reed, Lithographic Technical Foundation.

The errors in the measurement of paper humidity by means of gold beaters skin hygrometers are described. They are caused by the moisture capacity of the sensing element and temperature effects. They were measured for the LTF Paper Hygroscope and corrections for them given by means of an alignment chart.

20. *Controlled Laboratory Printing Techniques*. Jacqueline M. Fetsko,

## Technical BRIEFS

### Abstracts of Current Literature in the Graphic Arts

These abstracts of important current articles, patents, and books are compiled as a service of the Lithographic Technical Foundation, Inc. They represent statements made by the authors and do not express the opinions of the abstractors or of the LTF.

Since some of the abstracts are from abstract journals, LTF cannot furnish photostats of all of the original articles. If the title is marked with an asterisk, LTF has no further information than that contained in the abstract itself. Inquiries about these items should be sent direct to the source that is named. If you want copies of U. S. Patents, write direct to the Commissioner of Patents, Washington 25, D. C. Send twenty-five cents for each patent desired. Make checks or money orders payable to "Treasurer of the U. S."

\***Lenticular Device for Producing Photographs Showing Relief and Movement**. *Brit. Patent* 653,393. M. Bonnet. *Photographic Abstracts* 34, Part 1, 1954, page 57. A camera is described which employs a lenticular screen in contact with the negative. During exposure the frame containing the screen and negative is rotated through a small angle about a horizontal axis at right angles to the optical axis of the lens. When the print is viewed in conjunction with another suitable lenticular screen, not only does the picture appear in relief, but an impression of movement is obtained when the viewer's head moves either in a vertical direction or in a direction perpendicular to the pic-

If the title of the abstract is not marked with an asterisk, LTF can supply photostats of the original article. The charge is sixty cents per page plus six cents postage. Orders from companies or individuals who are not members of LTF cannot be filled until payment is received. Orders with payment enclosed receive immediate attention.

Foreign patents may be obtained as photostats from the Library of Congress, Washington, D. C.

LTF also has mimeographed lists of (1) "Periodicals Abstracted by the Research Department" and (2) "Books of Interest to Lithographers." These are available for ten cents each in coin or U. S. stamps. Lithographic Technical Foundation, 1800 S. Prairie Ave., Chicago 16, Ill.

ture. Some details of the printing method are given and reference is made to two other relevant patents: *British Patent* 622,919, and *British Patent* 639,406.

"**Monophoto**". *Modern Lithographer and Offset Printer* 49, No. 12, December, 1953, pages 13-14 and 16-17 (4 pages). A complete description of the Monophoto photo-type-setting machine is given plus a diagram of the optical system used. This machine could eliminate metal typesetting and if perfected, could be used not only in offset and gravure, but also for letterpress. The instrument saves on time, cleanliness, proofing, and correction techniques.

William C. Walker and Albert C. Zettlemoyer, National Printing Ink Research Institute, Lehigh University, Bethlehem, Pa.

Laboratory study of the printing process requires careful control and measurement of such vital variables as printing pressure, speed, and ink film thickness. The techniques for handling these variables are reviewed, and a practical combination for controlled work on a proof press is selected.

Static printing pressure is measured with a flexing bridge such as the Huck pressure sensitive base. Correlation of the static pressure with

dynamic pressure has been made using strain gages and the Brush Strain Analyzer.

Speed is handled by measuring the time of passage of the cylinder over the plate with an electric stopclock.

The method selected for film thickness measurement is direct weighing of the ink on the plate after establishment that resting of particular ink does not affect results.

Use of these techniques in a constant temperature and humidity room has produced highly reproducible results.

21. *Noncircular Gears*. Al Hess. The applications considered in this

\***Electrochemical Color Filter.** U. S. Patent 2,632,045. G. C. Sziklai. *Monthly Abstract Bulletin* 39, No. 11, November, 1953, page 549. A color filter is described in which the color is controlled electrically. The filter consists of a glass cell containing a liquid which changes color with pH (i.e., an indicator) and whose pH changes when current flows through the liquid.

#### Planographic Printing Processes

\***Sensitive Coatings for Copying on Metal.** French Patent 1,018,053. W. Mauss, M. Kuhl and B. Osterseizer. *Procede* 49, Nos. 7-8, 1953, pages 62-3 (in French); *Printing Abstracts* 8, No. 11, November, 1953, page 587. The following are used as colloids: the polymers of acrylamide or their derivatives with alkyl groups substituted for the nitrogen, or the copolymers or acrylamides and of vinyl compounds, sensitized by bichromates, diazo compounds or azides, the latter permitting the preservation of the sensitized metal for long periods. One of seven examples is: In 100 parts of a 5% solution of polyacrylamide and 4% polyvinyl alcohol in water, dissolve 0.9 parts of sodium 4:4'-diazidostilbene-2:2'-disulphonate. Apply this to the metal on a whirler. After drying and exposure to the light, the plates are dyed rapidly in a 4% solution of Sirius blue and developed by washing in water which dissolves only the areas protected from the light. For lithographic printing, the copy having been made under a positive, first an alcohol varnish then a greasy ink are distributed and the temporary resist is then eliminated by means of a brush moistened with water. French Patents may be obtained from Imprimerie nationale, Rue de la Convention 27, Paris (15e) for 15 fr plus 7 fr postage.

\***Diazotype Processes and Materials for Producing Photomechanical Printing Plates.** British Patents 699,412-699,413. A. G. Kalle and Company. *Printing Abstracts* 9, No. 1, January, 1954, page

290. A plate having a layer containing as light-sensitive constituent a water-insoluble ester or water-insoluble substituted amide of a sulphonic or carboxylic amide of 2-diazonaphthol-(1) or 1-diazonaphthol-(2) is exposed under an original and the exposed plate developed with an alkaline solution to remove the diazo compound which has been acted upon by light (A) or 1-diazonaphthol-(2) or 2-diazonaphthol-(1) is exposed under an original and the exposed plate developed to cause the diazo compound unacted upon by light to form an azo dye by coupling with an azo coupling component (B).

\***Composition for Lithographic Plate Coatings.** U. S. Patent 2,677,611. Vernon L. Gregory and Leonard R. MacDonnell. *Official Gazette* 682, No. 1, May 4, 1954, page 206. 2. An image forming coating composition for photolithographic plates comprising a water-soluble caseinate, a light sensitive bichromate, and a natural saturated fat which will form a fatty emulsion in the presence of water.

\***Method of Making Planographic Printing Plates.** U. S. Patent 2,678,299. Charles F. Geese and Donald B. Lytle. *Official Gazette* 682, No. 2, May 11, 1954, page 471. 1. A method of depositing a water-receptive chromium surface layer for a bimetallic planographic printing plate, comprising immersing a plate having a smooth, ungrained metal surface in a chromium plating bath containing chromium trioxide and sulfate ions in a ratio of about 100 to 1, passing electric current between an anode and the plate as a cathode, at a selected current density between about  $\frac{3}{4}$  ampere and 10 amperes per square inch for a period of about 1 to 3 minutes, interrupting the current for a period of about 15 to 60 seconds, again passing the current between the anode and the plate for an additional period of 20 to 60 seconds, to deposit a layer of dull, fine-grained chromium on said ungrained surface, the temperature of the bath being maintained, at said selected current density per square inch, within

the range defined by the following limits:  
 95° F. to 97.5° F. at 0.75 ampere(s)  
 95° F. to 102.0° F. at 1.0 ampere(s)  
 95° F. to 112.5° F. at 1.0 ampere(s)  
 95° F. to 122.0° F. at 2.0 ampere(s)  
 102° F. to 129.0° F. at 3.0 ampere(s)  
 109° F. to 130.0° F. at 4.0 ampere(s)  
 117° F. to 131.0° F. at 5.0 ampere(s)  
 118° F. to 132.0° F. at 6.0 ampere(s)  
 119° F. to 133.0° F. at 7.0 ampere(s)  
 120° F. to 133.5° F. at 8.0 ampere(s)  
 121° F. to 134.5° F. at 9.0 ampere(s)  
 122° F. to 135.5° F. at 10.0 ampere(s)

\***Method of Producing Printing Plates.** U. S. Patent 2,676,886. Robert Barbarite. *Official Gazette* 681, No. 4, April 27, 1954, page 1091. 3. The method of producing printing plates for planographic, offset printing machines which comprises the steps of applying a light-sensitive colloid to the surface of a metallic printing plate, said colloid containing an inhibiting agent comprising a substance selected from the group consisting of potassium iodide and ammonium thiocyanate for forming with copper a copper compound highly insoluble in both alcohol and water to thereby prevent the copper being deposited on said plate from penetrating said colloid, reproducing the desired picture on the sensitized surface, developing the surface to expose image-bearing areas on said plate, and depositing on the image-bearing areas of said plate an adherent, substantially pure layer of copper by subjecting said plate to an acidic, alcoholic salt solution of copper.

\***Developing Head for Photolithographic Plate.** U. S. Patent 2,677,320. Harry A. Coughlin. *Official Gazette* 682, No. 1, May 4, 1954, page 121. In a photolithographic plate treating machine for removing excess non-printing ink from the plate, a panel to support the plates moved through the machine, a movable hollow body extending substantially the width of said plate supporting panel, drive means relatively loosely connected with said body for moving the same in a circular orbit over said panel on which the plates move,

paper are drawn from the field of proven printing machinery enjoying a reputation of satisfactory performance over a period of years. The specific items considered are sheeters, sheet slow down mechanisms, sheet transfers, and flat bed press drives.

Comparisons are made between noncircular gear mechanisms and more conventional devices used to achieve analogous results. From these comparisons an insight can be gained as to when noncircular gears can be profitably employed.

The technical aspect of noncircular gear design and production is considered only to a limited extent since this subject has received detailed

attention from other authors.

22. *Results of a Study on Offset Collotype.* Harry H. Lerner, Triton Press, Inc.

Continuous-tone printing as exemplified by the Collotype process is briefly explained together with a short history of its background both in this country and in Europe. Developments are brought up to date with the introduction in America of the Direct Rotary Press about 1930 and early attempts to print the Collotype plate by offset.

Although the principles of Collotype have been applied to the Offset press, a new type of plate has been derived specifically for the purpose.

The disadvantages of Collotype have been largely circumvented as a result. Long runs of high quality are now possible on grainless plates and without a water fountain on the press. The new plate was designed for the Army for the printing of aerial photos directly from the original aerial negatives without the intermediate steps of screening as in conventional offset. The continuous-tone image of the new plate shows excellent resolution of detail and tonal gradation on a par with Collotype.

Samples will be shown to illustrate the quality possible on runs of 25,000 impressions.★★

a blanket carried on said body covering said bottom face, said blanket being of a character receptive to the printing ink and consisting of pile fabric of wool cut plush with a tightly woven warp and weft forming a firm ground texture, and conduit means connected with said body supplying a fluid at relatively low pressure thereto for flow through said perforated bottom face, the fluid escaping through the said blanket and simultaneously distending the blanket into a position yieldable to the thickness of the plate and erecting the filaments of the pile cut plush into gentle yielding contact with the plate and flushing away the excess of the non-printing ink contacted and loosened by the distended filaments, the pressure of said fluid distending said blanket causing said loosely connected body to assume a position relative to said drive means for controlling the pressure of contact of the filaments with the plate.

#### Paper and Ink

**Dimensional Instability: Constant Variable in Boxboard Manufacturing.** Joseph J. Schwinkler. *TAPPI* 37, No. 4, April, 1954, pages 168A-170A (3 pages). Dimensional stability problems are rarely encountered in boxboard manufacture. When dimensional changes occur, troubles from curl and wavy edges are encountered.

**\*The Printability of Paper.** *Caractere* 4, No. 12, December, 1953, pages 1451, 1453, 1455-7, 1461, 1463, 1465 (in French); *Printing Abstracts* 9, No. 4, April, 1954, page 246. The factors which affect printability are outlined, and the I.G.T. printability testing machine, which can be used for experiments on picking resistance, ink penetration and drying, opacity of the ink film, etc., is described. *Caractere* is published at Cie Francaise d'Editions, 40 Rue du Colisée, Paris (8e).

**Method for Measuring the Pore Diameter of a Paper.** J. Pouradier and H. Chateau. *Assoc. tech. ind. papeterie*, Bull. 1, 1954, pages 8-10 (in French); *Bulletin of the Institute of Paper Chemistry* 24, No. 8, April, 1954, page 647. Both dry papers (I) and swollen wetted papers (II) were studied. The method for determining the average pore diameter (III) depends on the minimum pressure (IV) required to force an air bubble through a strip of paper surmounted by an organic liquid in the case of (I), or water in the case of (II). The organic liquids must have a reasonably low surface tension (V), should not swell (I), and have a relatively low vapor pressure at room temperature. About 10 liquids proved suitable, but carbon tetrachloride was the most satisfactory. The very simple apparatus made entirely of glass used for determining (III) is described. (III) (in microns) =  $\{3 (V) \text{ (in dynes/cm.)} \} / (IV) \text{ (in cm. of mercury)}$ . The results are reproducible to within  $\pm 8-12\%$  and serve to characterize a specific paper. Great increases in (III) were noted when a sample was moistened and swollen; these findings are discussed. 3 tables and 3 figures. Association Technique de l'In-

dustrie Papetiere Bulletin is published at 154 Boulevard Haussmann, Paris (8e), France.

**Novel Ink Mileage Nomograph is Designed to Promote Buying and Selling of Premium Printing Inks.** P. H. Zars. *American Ink Maker* 32, No. 4, April, 1954, pages 29-30 and 69 (3 pages). This nomograph takes into account specific gravity, relative color strength, and price per pound to indicate the relative value of an ink in advance of actual mileage determination.

**The Causes and Cures of Mottling.** *Indian Print & Paper* 19, No. 2, October, 1953, page 40; No. 3, January, 1954, page 39; *Bulletin of the Institute of Paper Chemistry* 24, No. 8, April, 1954, page 649. A printed film of ink which lacks uniform appearance (mottling) may be the result of defects in the ink, paper, or equipment. Various types of mottle are described and traced to the possible cause. *Indian Print & Paper* is published at Chartered Bank Buildings, Calcutta 1, India.

**Rheology of Printing Inks IV, Initial Trapping and Picking Studies.** A. C. Zettlemoyer, C. T. Dickert, W. C. Walker and Raymond R. Myers. *Amer. Chem. Soc. Division of Paint, Plastic and Printing Ink Chemistry*, March 24-April 1, 1954, pages 95-107 (13 pages); *American Ink Maker* 32, No. 4, April, 1954, pages 42-3 (abstract only). Neither Inkometer readings nor viscosity measurements predicted reliably the trapping sequence of a series of randomly selected commercial inks. The trapping sequence and picking tendencies of a special series of closely related inks were predicted well by the Inkometer and not as reliably by viscosity measurements. The work reported here indicates that neither the Inkometer nor the viscometers studied are completely reliable for predicting the trapping or picking behavior of printing inks, but the correlation improves if the inks contain similar extenders and vehicles. The properties measured by these instruments are not identical with those which control trapping and picking. Pick testers warrant investigation as tack measuring instruments.

#### Lithography—General

**Offset Blankets.** E. Gurin. *Modern Lithographer and Offset Printer* 49, No. 12, December, 1953, page 19. Use as little pressure as possible, use a cleaning solvent having a boiling range of 190-265° F. and no oily residue, use the minimum amount of cleaning solvent and get all the ink off. Do not use turpentine, carbon tetrachloride or carbon disulphate as a blanket wash.

**\*Lithographic Press with Combined Inking and Water Spray Dampening.** *U. S. Pat. 2,678,001.* William W. Davidson, Jr. *Official Gazette* 682, No. 2, May 11, 1954, pages 389-90. 1. A lithographic press including a plate holder, an ink-applying unit including a final ink form roll and supply and distribution means

including at least one preliminary roll engaging said form roll, an inker branch including an ink form roll engaged by the plate as it approaches the final form roll and supplied with ink from said supply and distribution means, a sprayer for applying a spray of aqueous ink repellent to the inker branch whereby repellent is received by the form roll thereof predominantly over the final form roll, and drying means adjacent to the unit other than to said branch and along the course of ink movement therein beyond said branch whereby the final form roll is maintained relatively free of repellent.

**The Care and Storage of Chemicals.** Russ Waddell. *National Lithographer* 61, No. 2, February, 1954, pages 26-28 (3 pages). The fundamentals of the care and storage of chemicals basically are (1) (Continued on Page 105)

## QUOTES

From the Mail

Sirs:

I read with considerable disappointment the statement on page 73 of the June issue of ML, that TAGA papers were again withheld from publication in the trade press. I can not imagine what motivates TAGA officials to embrace such a policy. It can certainly not be to suppress knowledge, for that would be contrary to the avowed purposes of the organization. The only possible reason I can think of is to delay publication of the papers as a means for encouraging attendance at the annual meeting. If this is so, it is a sad commentary on the organization's position in the industry and I question the efficacy of such a device.

My own experience, in attending the immediate past and other prior meetings, is that the abstracts, and whatever notes I am able to take during the talks, are insufficient on which to base further investigations of any particular subject. Since the majority of the papers are generally presented by representatives of manufacturers, suppliers and research laboratories, I, as a consumer, can usually contact the speaker, or his employer, and either obtain the desired information (often I receive copies of the paper), or the personal services of the speaker himself. This I have found it necessary to do in the past, and will do so again in regards to several papers of prime interest to me at the moment.

As long as I am forced to take such action despite my attendance at the meetings, I shall consider very carefully, next year, if I can afford the time merely to sit in on the formal presentation of the papers. I say this not as a disgruntled outsider, but as a TAGA member of long standing.

I wonder how many other TAGA members who, like myself, are in the production end of the business, feel as I do.

(Name withheld by request)



## Summertime Shut-Downs? *Not with K. P. R. in the Shop!*

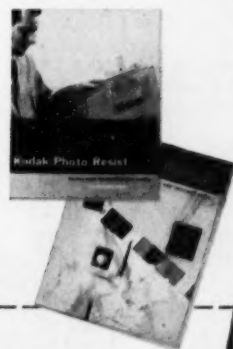
For the "dog days" ahead, **Kodak Photo Resist** is just the tonic you've always needed to keep your plant pushing profits all summer long!

This all-new, pre-sensitized coating for zinc litho plates is *unaffected by changes in humidity or temperature*. That's really big news. But it's only part of the story...

It keeps its high speed indefinitely. You can coat your plates days or weeks ahead... be ready to handle rush jobs easily and efficiently. You'll find it requires unusually short exposure time. And its speed is amazingly uniform. It's stable, too. What's more, with Kodak Photo Resist you can say good-bye to scumming and blinding problems.

But ink on paper is what counts. Kodak Photo Resist gives you plates that carry more ink to the right places. Colors are richer. And tone reproductions more faithful.

With torrid temperatures and steam-bath days at hand, you'll want to learn all about Kodak Photo Resist immediately. Just send us the handy coupon for free descriptive folder. And ask for the new 52-page book "Kodak Materials for the Graphic Arts" if you do not have your copy yet. It's a single-volume reference on all the Kodak photographic materials you need in your work.



**GRAPHIC ARTS DIVISION  
EASTMAN KODAK COMPANY, Rochester 4, N. Y.**

Please send "Kodak Photo Resist" ☐  
"Kodak Materials for the Graphic Arts" ☐

198

NAME \_\_\_\_\_

POSITION \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

(Zone)

**Kodak**

# MERCURY PRODUCTS

IN TUNE WITH YOUR REQUIREMENTS



Tune up your presses with the rollers and blankets designed to harmonize with *your* needs. Tailor-made to your own specifications, and developed in collaboration with leading press and ink manufacturers—these accessories and your equipment were meant to "make beautiful music together". Specify MERCURY Rollers and Blankets every time.

## RAPID ROLLER Co.

FEDERAL AT 26TH ST. • CHICAGO 16, ILLINOIS



# A brief case...

## for getting better acquainted with this offset specialist

Your ATF representative knows offset from platemaking to finished job. It figures—his company's line of presses run from a 14 x 20 Chief, through the 14-press Mann line, up to the giant web-fed Webendorfers.

If you are planning to get into offset, or to expand your present offset production facilities from duplicators, the ATF representative is an ideal man to have in on your production equipment discussions. He can offer you simple plate-making equipment and presses, such as the Chief 20, in the size range needed to improve your productive capacity.

If you are a printer planning a further step in offset, your ATF representative can tell you about our outstanding camera and advanced plate-making equipment as well as high production Chief, Mann, and Web-fed offset presses listed below.

With this complete line of products to sell (letterpress, too, incidentally), the man from ATF can give you a sound recommendation when it comes to picking equipment that best fits your operation.

Makes a good deal of sense to call on him, doesn't it? It makes even more when you take a closer look at his line-up of ATF offset presses waiting for you on the following pages. **AMERICAN TYPE FOUNDERS**, a subsidiary of *Daystrom, Inc.*, 200 Elmora Avenue, Elizabeth, New Jersey.

**OFFSET PRESSES**—ATF Chiefs 14 x 20 to 22 x 29 • ATF Mann 22 x 34 to 42 x 65, one- and two-color. Also 38 x 53 Perfector. ATF Web-fed Webendorfer (Business Form, Publication, Webcolor, and Specialty presses, size to order).

**PLATEMAKING EQUIPMENT**—ATF Contact Printing Frame • Cool-top Layout Table • Film Developing Trough • Plate Developing Trough • Plate Whirler • Rubbing-up Table • Vacuum Printing Frame.

**OTHER EQUIPMENT**—ATF Process Camera, 24 x 24 • Douthitt Photo-mechanical Equipment • Hadego Photo Compositor • Kenro Camera • Flo-Mix Dry Powder (non-offset) Gun • Bindery Equipment.

48



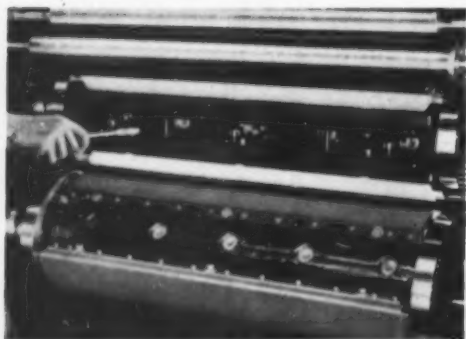
BETTER, MORE PROFITABLE PRINTING FROM  
THE WIDEST LINE OF PROCESSES

Gravure...Letterpress...Offset



"CUT CHANGE-OVER TIME IN HALF"—that's what Hodes-Daniel pressmen say about these two ATF Chief 29's.

## How ATF Chief 29 saves money on runs under 50M



**MORE GET-UP-AND-GO** of ATF Chiefs is the result of several key features. For example, accessibility of plate and use of bar clamps make plate changes swift and simple.

Take New York's Hodes-Daniel Co., Inc., for instance.

Specializing in syndicated direct-mail pieces, they've got to turn out top-grade color work and keep a tight rein on production costs at the same time. They do it with two ATF Chief 29's.

Here's how they figured: their choice narrowed down to two presses—an ATF Chief 29 and one more expensive and roughly 500 impressions an hour faster. But the time required to change over from one job to another on the second press was about twice that required on the Chief!

That meant the Chief could be set up

and run 5M impressions before the other press even got started. And it would still be ahead of the other press after 10 hours or a run of 50M impressions.

It wasn't a hard choice. Hodes-Daniel installed an ATF Chief and followed up a year later with another.

If production costs are keeping you up nights, check the complete line of ATF Chiefs, including 14 x 20, 17 x 22, 17 x 24 and 22 x 29 precision-built presses. They're setting a new standard for the industry in efficiency.

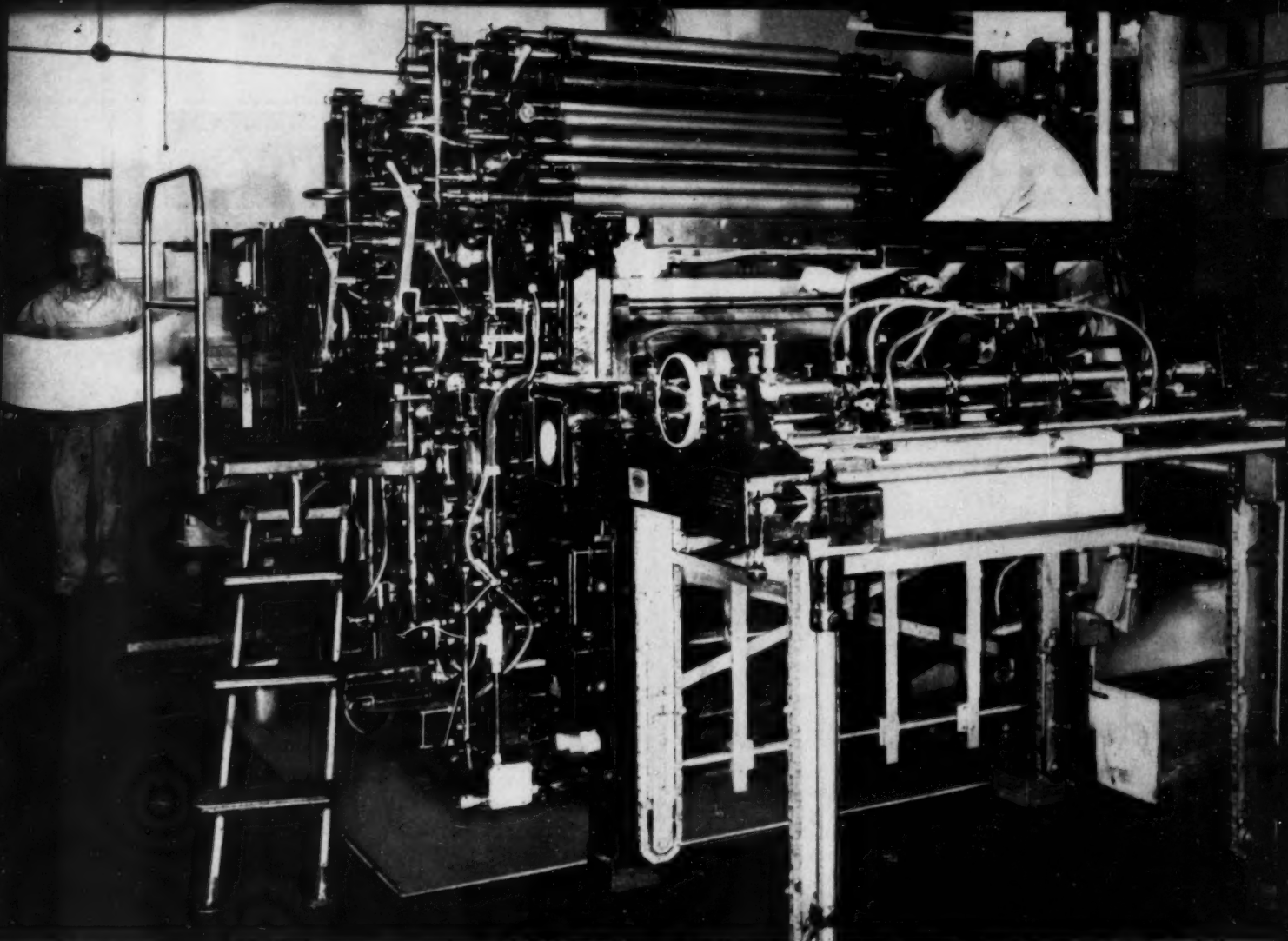
American Type Founders, a subsidiary of Daystrom, Inc., 200 Elmora Avenue, Elizabeth, New Jersey.

C.4.1

**Better, More Profitable Printing from the Widest Line of Processes**

GRAVURE...LETTERPRESS...OFFSET





LASKY COMPANY'S SECOND 2-COLOR MANN gets ready to go to work as press foreman, Charles Wheeler, sets up for a job on it.

## "Our 1st Mann press sold us our 2nd"

"We were a little nervous about our first 2-color Mann," Saul Lasky of Newark, New Jersey's Lasky Company admits, "but it took only one year's experience with our Mann to convince us we made a good move."

"It earned money for us, boosted production, and gave us uniformly high-quality presswork. So the decision to install our second Mann came a lot easier."

And Charles Wheeler, Lasky's press foreman, is even more specific about the job the new Manns are doing. "The ink distribution lets you print solids as easily as a few lines of type—without streaks,

ghosting or fade-out," he states. And he goes on to say:

"We're sure of perfect register at *any* speed—on the Mann there's no transfer of the sheet between colors. And you can back up jobs faster with no register cams to mark up the face of the sheet."

For facts on Mann features, check your ATF representative. Or write for the latest folder "Offset Unlimited" covering all sizes of Mann 1-color, 2-color and Perfector presses. American Type Founders, a subsidiary of Daystrom, Inc., 200 Elmora Avenue, Elizabeth, New Jersey.

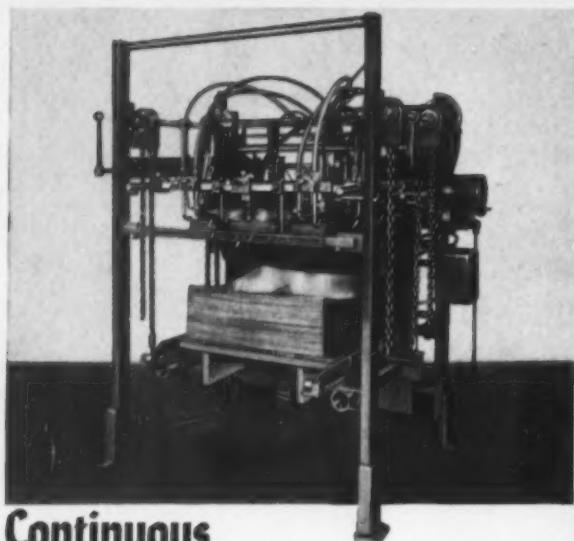
M.4.2



BETTER. MORE PROFITABLE  
PRINTING FROM THE  
WIDEST LINE OF PROCESSES

Gravure...Letterpress...Offset

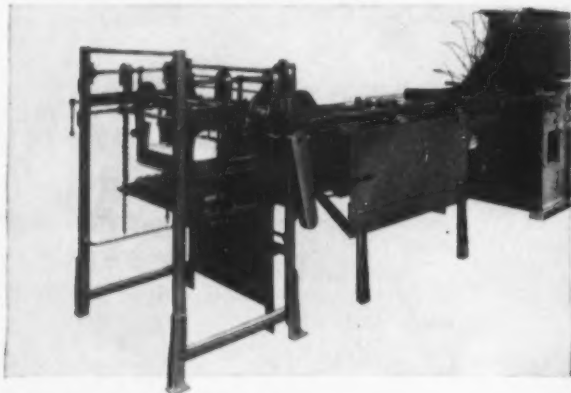
# Dexter Machines for Metal Decorators



## Continuous Reloading Metal Sheet Feeder

Automatically separates, picks up and advances metal sheets to feeding-in point of press at up to 85 sheets per minute. Handles sheets 36 x 36" maximum to 14 x 18" minimum, between 38 and 24 gauge stock. Feeders for larger sizes and heavier gauges also are available.

New loads are placed in feeding position without stopping machine. Conveys double sheets to reject tray with no break in production. Rubber suckers and drop rollers eliminate sheet scratching.

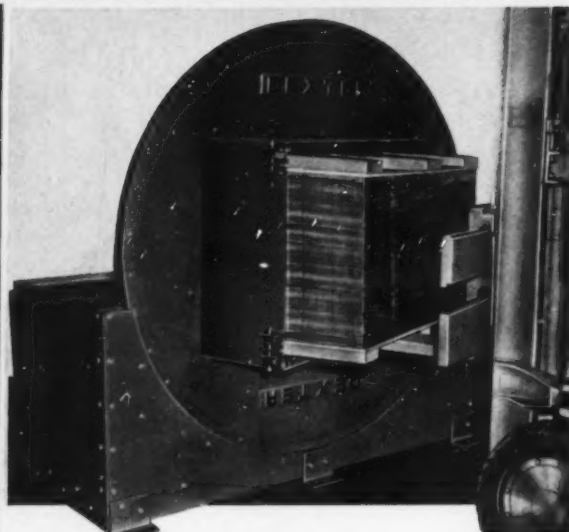


## End Oven Stripper

Automatically removes lithographed or coated sheets from the wickets at the discharge end of the drying oven, without manual assistance.

This machine handles metal sheets in all standard sizes, at speeds up to 100 per minute. Larger sizes are available.

Unit delivers to Dexter Pile Delivery without scratching or damage.



## Metal Sheet Pack Turnover

Sheets delivered face down from the drying oven are trucked on skid into the turnover. A second skid is placed on top of pile and a half revolution of the turnover brings pile of sheets to face up position, resting on the second skid ready for trucking to next operation.

No clamping of piles.

Built in two sizes, for handling sheets up to 36 x 36" and up to 36 x 44". Minimum size sheet handled by either machine is 16 x 16". Maximum load is 6,000 lbs. Sheets of any thickness can be handled.

Pile is squared in both directions into box during turning process. Takes approximately 20 seconds.

*Write to us today for literature on any or all of these machines.*



## DEXTER FOLDER COMPANY

General Sales Office

330 West 42nd Street New York 36, N. Y.

# Metal Decorating

## Careful Planning Needed:

## Faster Equipment and Longer Lines

*By Fred S. Bailey*

Assistant Manager  
Wagner Litho Machinery Div., Jersey City, N. J.

**W**ITHIN the past few years, it has been found necessary to increase the length of many lithographing departments by removing partitions, building additions or erecting new plants to meet present requirements.

There are several causes for this change; but increased production speeds, which have about doubled within the last ten years, is the principal one. Also, space is needed for automatic stripping which is generally considered a necessity at production rates of over sixty sheets per minute. Wet varnishing is common practice today and accordingly, space is now required for a varnishing machine — between the press and the oven.

In some instances, it is economical to have tandem coating ovens; and, of course, this type of line calls for an exceptionally long building. But the exact length will depend upon production speed and baking cycles in each oven. Attempts have been made to place tandem ovens side by side, with a turning device at the exit end of the first oven. Ovens

at right angles to each other have also at least been considered; but these arrangements have not been entirely satisfactory, particularly in view of the present demand for increased speed.

Sheet sizes also have been increasing during the past several years, as indicated by the changes in lithographing presses from 26" by 34", to 29" by 36", to 34" by 36" and to 36" by 43". Although the above largest tin plate sizes are not yet readily available, many new lines of equipment have been installed to benefit from the economies of obtaining more can bodies or ends per sheet. And, of course, with automatic feeding and stripping, there is no increased handling problem with the larger sheet as compared with the smaller sheet.

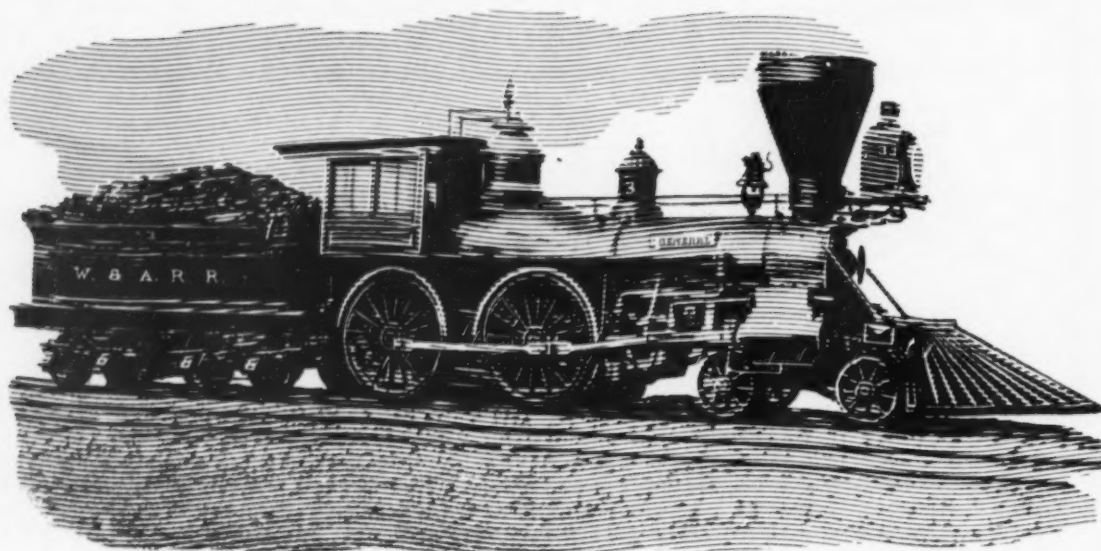
It is fully realized that the average shop has other problems to consider and accordingly might not yet be able to take advantage of some of these economies in planning on new lines of equipment. But every means of reducing handling costs should be given careful consideration.

A floor plan can be made, for one or more lines of equipment, to suit any production demand. This of course is essential in planning on a new building, or for alterations and additions to a present building. This plan should indicate — aisles for trucking, accessibility for adjusting and washing-up and the possibility of column interference. Adequate storage space for work in process should also be indicated on the plan if this is involved in the project.

In the development of the floor plan, it is important to allow for working space between the coater and the oven. A belt conveyor that can be swung up out of the way or telescoped is most desirable for this purpose.

Electrical synchronization of the separate units in the line has now been perfected and as this system eliminates many drive connections it is also advantageous in providing accessibility.

The floor plan, that accompanies this article, is not intended to suggest specific recommendations nor any actual plant layout, but shows some



Based on N. C. & St. L. photo from Assn. of American Railroads

## Not for the 20th Century...

Antique equipment is fine for museums, but don't try to operate a modern plant with out-dated production machinery. Metal decorators are finding it an excellent investment to modernize in order to compete with today's faster production and higher quality standards.

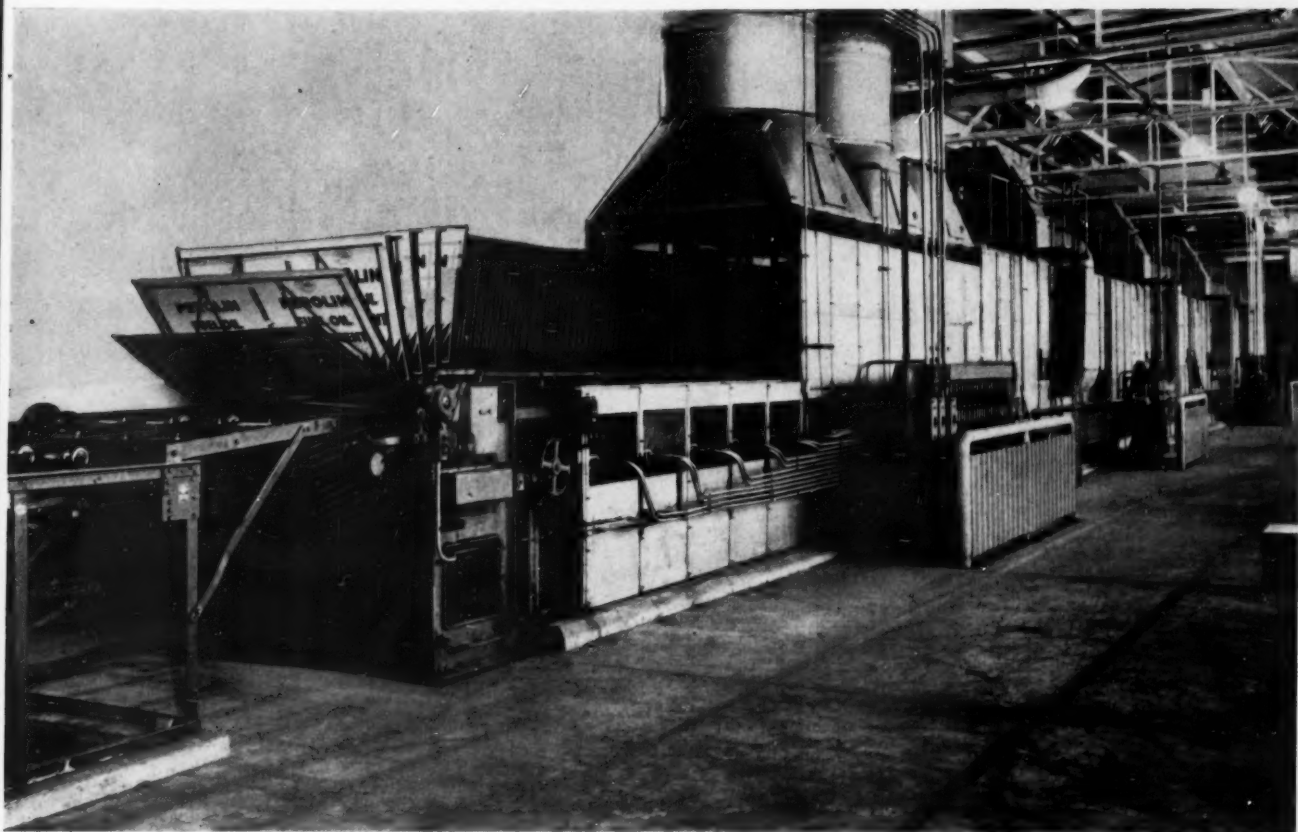
Wagner-equipped plants (see opposite page) today provide the finest metal decorating facilities available anywhere in the world. Over a half century of experience is reflected in the design and operation of this machinery.

Whether your need is modernization or expansion, call in a Wagner engineer for consultation when you begin your planning.

---

***When thinking of Progress—think of Wagner***

## Recent Installation at Inland Steel Container Co., Chicago



*Body Sheets, for 55 gallon Steel Barrels, reach the automatic stripper after leaving the cooling zone on this Wagner Oven*

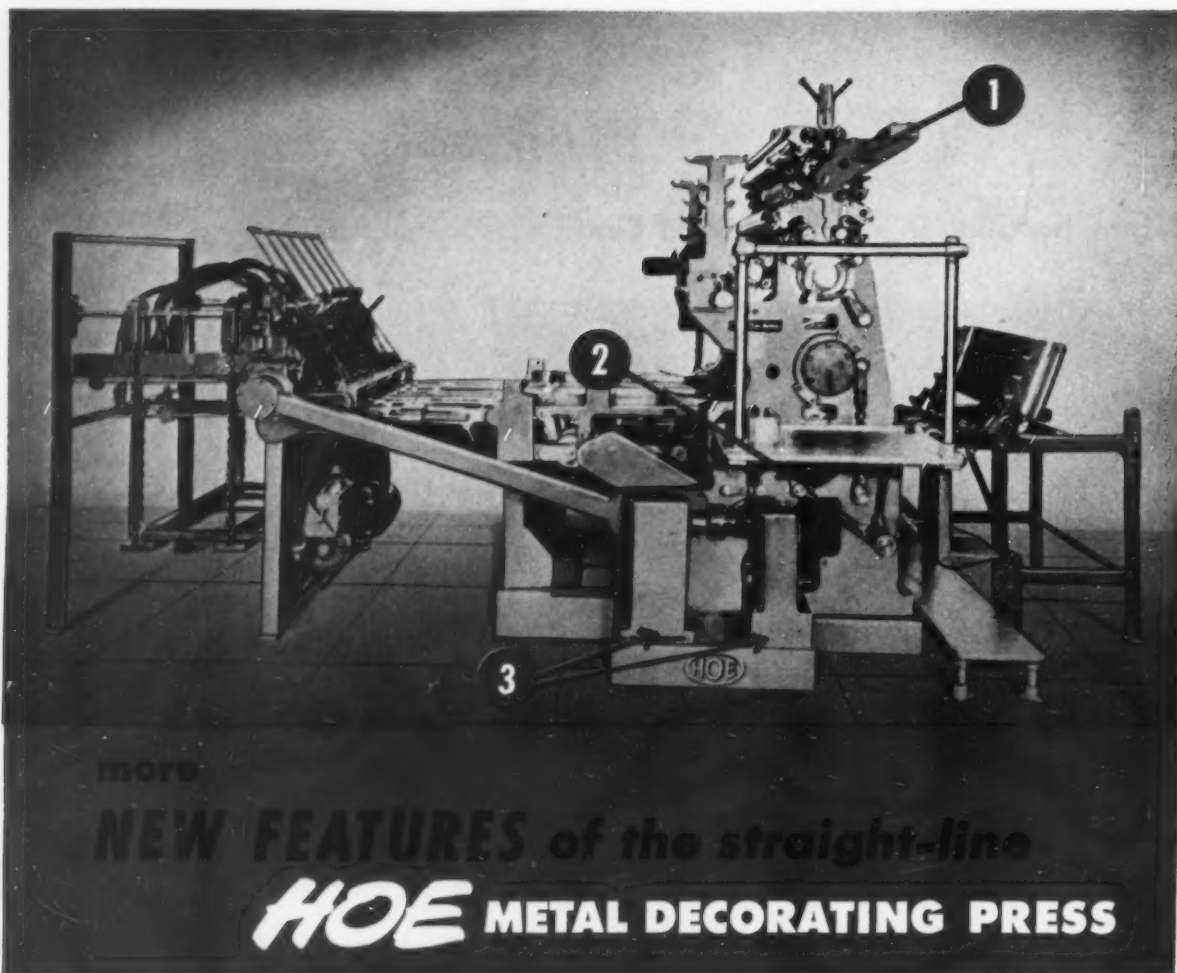
The Wagner line includes: ROTARY-AIR OVENS, D. E. F. OVENS, AUTOMATIC STRIPPERS, SPOT COATERS, VARNISHING MACHINES, AUTOMATIC FEEDERS, ROLLER REVOLVING MACHINES, LABORATORY COATERS, SYNCHRONIZING DRIVES, AND OTHER SPECIALIZED EQUIPMENT FOR COMPLETE LINES

## WAGNER LITHO MACHINERY

Metal Decorating Machinery

Harborside Terminal, Unit 3 34 Exchange Place, Jersey City, N. J.





more

**NEW FEATURES** of the straight-line

## **HOE** METAL DECORATING PRESS

In addition to having all cylinders equipped with roller bearings, magnetic rollers as standard equipment, and prestretched feed table chains, the HOE METAL DECORATING PRESS has still further constructional improvements.

- 1** The ink fountain roller is made of hardened steel.
- 2** The impression cylinder gripper shaft is one piece and operates on ball bearings.
- 3** Both main drive and oven drive are enclosed in oiltight housings.

Such continual refinements in design and construction make possible even greater efficiency of operation and still more profitable production.

**R. HOE & CO., INC.**

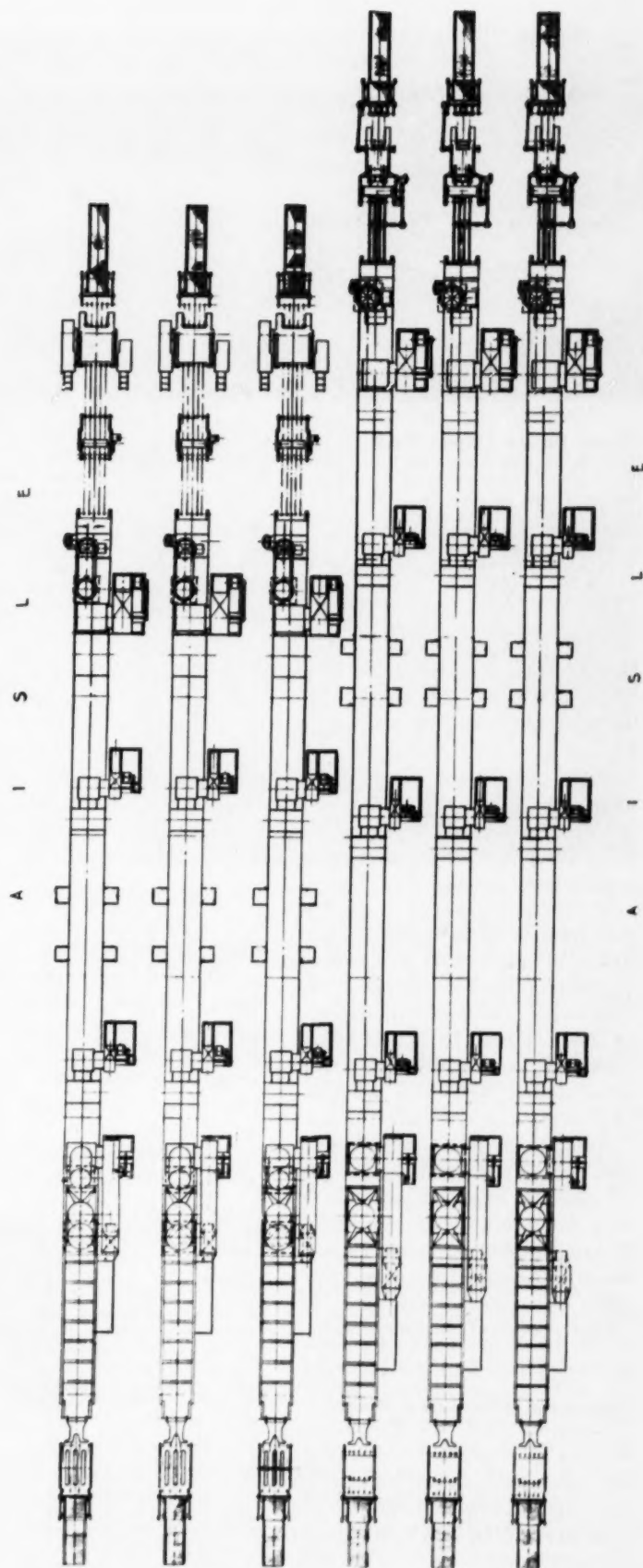
910 East 138th Street New York 54, N. Y.

BRANCHES: BOSTON • CHICAGO • SAN FRANCISCO  
BIRMINGHAM • PORTLAND, ORE.

of the factors involved. On the other hand, a plan for any estimated production demand, can be worked out provided sheet sizes, number of lithographed colors and coating operations have been determined.

As the production from these relatively long lines of equipment, for large sheets, is three to four times that from some older lines for small sheets, the plan appears to have a sound basis for efficient and economical operation.★★

Simplified drawing at right shows layout for metal decorating plant with six lines.





### Sketch Shows Crown Plant

The large, modern lithographic plant shown in the sketch above will be put into operation early next year by Crown Can Division of Crown Cork & Seal Co., Inc. Ground recently was broken for the \$500,000 plant, to be constructed in Philadelphia.

Six modern litho presses and coating

equipment, capable of handling 6,000 sheets per hour per unit, will be housed in the rear manufacturing area. The two-story section in the front will house offices.

The new plant is scheduled to take over the lithographing facilities of the Crown Can Division's main plant also located in Philadelphia, where manufacture and as-

sembly of cans will be increased. John J. Nagle, president and chairman of the board of Crown, asserted at the ground breaking ceremony that the plant will be "the most modern of its kind in America." The building will be 423' wide and 396' deep, with rail and truck facilities under cover of the building.

### Named Supt. of Denver Plant

Frank R. Grote Jr., assistant to the superintendent of manufacture in American Can Company's Central Division office in Chicago, has been named superintendent of the can-making firm's new Denver plant. R. K. Dickey, division manager of manufacture, announced in June.

Mr. Grote, a graduate of the Illinois Institute of Technology, joined American Can in 1941 as a student engineer in the Chicago office. He later served in a number of capacities in the industrial relations department there, and in 1944 was transferred to New York where he became chief of the wage and salary division.

After serving successively as supervisor of the evaluation division and as assistant wage administrator in New York, Mr. Grote returned to Chicago in 1949 as Central Division industrial engineer and three years later was named assistant to the superintendent of manufacture.

### American Gets Safety Award

American Can Co.'s Chicago operations were awarded a plaque for the outstanding record made in an industrial accident reduction contest conducted during 1953 by the Greater Chicago Safety Council. Fifty-three

other Chicago area firms were also winners of similar awards. No data were released on the safety achievements of individual concerns, but a substantial overall reduction in both frequency and severity rates over the previous year's record was attained, the Council reports.

### Ohio Co. Adds Press

Ohio Art Co., Bryan, Ohio, recently installed a Hoe 34 x 36" single-color metal decorating press. It is one of the first of the new straight-line feed models. The company already is operating a Hoe 29 x 36" single-color.

### Continental Appoints

Thomas G. Simota, formerly assistant plant manager, has been named manager of Continental Can Company's metal can plant in Milwaukee, according to Robert S. Hatfield, general manager, North Central District.

Prior to coming to Milwaukee, Mr. Simota was on the management's staff at Continental's Clearing plant in Chicago. In his new position, he succeeds Carroll F. Marquard who has been transferred to Continental's Division office in Chicago as manager of production engineering.



### Continental Appoints

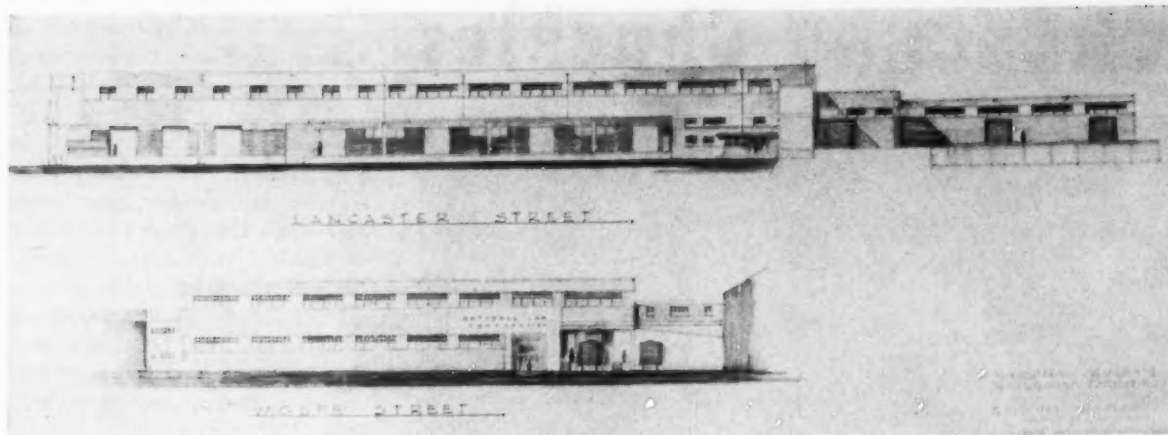
Ellison L. Hazard has been named general manager of the northeastern district of Continental Can Co.'s Eastern Metal Division, according to Reubin L. Perin, vice president, Eastern Metal Division. Mr. Hazard joined Continental in 1934.

John L. Tokich has been named manager of Continental Can Company's metal can plant in Oakland, California, according to Sherlock McKewen, vice president, Pacific Metal Division. Mr. Tokich joined Continental in 1952 as a supervisor in training on the West Coast. Prior to his present appointment, he was assistant plant manager at Oakland.

Clarence Y. Robinson has been named manager of the company's metal can plant in Denver, according to John L. Heinlein, general manager, South Central district. Mr. Robinson joined the company in 1950 as a general foreman at the Stockton, Calif., can plant. Prior to his new position he was plant manager at Oakland.

### Jones & Laughlin Adds Press

Jones & Laughlin Steel Co., Toledo, recently added a Hoe 34 x 45" single-color metal lithographing press. It is part of a line devoted to production of steel pails.



### National Can Breaks Ground

Additional manufacturing and lithographing facilities (top) will be added to National Can Corp. with construction of a new plant in Baltimore. Groundbreaking ceremonies for the new unit were held early in June.

Photo (right) shows ground breaking ceremonies at site. Left to right: Andrew M. Toft, vice president, National Can Corp.; Robert S. Solinsky, president; Donald C. Lillis, chairman of the board; John L. Kronau, chairman of the Port of Baltimore Commission; and Arthur B. Price, acting mayor of Baltimore.

The addition, to include wharfage, warehousing, storage and additional facilities, adjoins the present Baltimore plant which has been in operation for more than 50 years.

Company officials participating in the ground breaking included Donald C. Lillis, chairman of the board; Robert S. Solinsky, president and Andrew M. Toft, vice president.

"Our continued growth," said Mr. Solinsky, "has made it necessary to expand operations in the area serviced by the Baltimore plant. This is part of National Can's program to increase all company manufacturing facilities."



### Rheem Shows Containers

Rheem Mfg. Co. displayed its new line of fiber and fiber-metal drums at the recent Chicago convention of the National Association of Purchasing Agents. Production has been under way in a west coast plant for some time, a sales representative said, and was to start at the Linden, N. J., plant in June, with July 15 scheduled for start of production at the Chicago plant. The fiber-metal drums range in capacity from 5 to 60 gallons while the all-fiber containers are from 1 to 32 gallons in size. For shippers wishing to maintain product or trade name identity the drums can be obtained with full-color lithographed or silk screen labels, it was announced. On display, also, were representative samples of metal drums of from 30 to 55 gallon capacity, lithographed by the "Rheemkote" process on one of the world's largest metal decorating

presses. "Tell the world about your product dramatically" was the theme of promotional material offered the purchasing agents regarding this product. A. W. Nides, sales manager, central region, was in charge of the booth.

### Caspers Declares Dividend

Directors of Caspers Tin Plate Co., Chicago, on June 8 declared a regular dividend of 17½ cents a share on the company's common stock, payable June 30, 1954, to stockholders of record June 15, 1954.

### Amer. Can Adds Photo Composer

American Can Co. recently installed a Rutherford photo composing machine in its Chicago plant. It will accommodate plates up to 39 x 46" and glass dry plates for multiple work up to 34 x 44".

### Hoe Closes for Vacation

R. Hoe & Co., Inc., New York, press manufacturer, announced that its entire plant and office will be closed for summer vacation from July 26 to August 7, inclusive, and reopen Monday, August 9.

No shipments will be made during the vacation period except to meet extreme emergencies and no deliveries will be accepted during this time.

### Introduces 16 Oz. Beer Cans

Schlitz Brewing Co., Milwaukee, announced plans last month for introducing a new 16 oz. size beer can, in addition to the regular 12 oz. can. The new cans were to have the same flat top and same diameter as the smaller cans, but would be taller. Continental Can Co. was reported as the only producer of cans of this size thus far.

# CRESCENT Chuckles



*"So I said to him, add 2 nicks and  
reduce with a little berled erl."*

**INK & COLOR CO.**

464 NORTH FIFTH STREET

PHILADELPHIA 23, PA.

3901 W. ROHR AVE. MILW. WIS. • 33 BRANHAM AVE. N.E. ATLANTA, GA.

INKS FOR FLEXOGRAPHY • LETTERPRESS • LITHOGRAPHY • ROTOGRAVURE

## Natl. Can Appoints Lenhard

Andrew M. Toft, vice president of National Can Corp., has announced the appointment of Charles F. Lenhard as plant manager of the Company's Cleveland plant.

Mr. Lenhard was formerly plant engineer and assistant plant manager of the Lithograph Can Factory of Standard Oil Company (Ohio). His background includes working in many Sohio engineering projects. Prior to that, Mr. Lenhard worked as part of the General Motors cooperative engineering program in Cleveland.

Mr. Lenhard is a Registered mechanical engineer, a member of the American Society of Mechanical Engineers, Cleveland Engineering Society and of the Cleveland Junior Chamber of Commerce. He is a graduate of Massachusetts Institute of Technology and is currently working on his Masters and Doctorate in Industrial Engineering and Management, at the Case Institute of Technology.

## Robertson Plans Building

Robertson Photo-mechanix, Inc., manufacturers of photomechanical equipment, last month released plans for further expansion, according to its president, Leonard S. Florsheim, Jr. Having added approximately 20% to its present Elston Avenue production facilities in mid-1953, the firm now has announced the purchase of a plot of land in Harwood Heights, Ill., just outside of Chicago.

Construction has already begun at this new location on an additional modern one-story plant to be used initially by the newly created Research and Development Division, as well as the new products manufacturing department.

The new facilities will be under the direction of the firm's chairman, D. Franklin Keller, who stated that the consultative services of Dr. Harry E. Gunning, research photo-chemist on the staff of The Illinois Institute of Technology, have been obtained. A number of research projects are currently underway, and several new camera and platemaking products have already been scheduled.

***They're coming back into use:***

## How to Take Care of Leather Rollers

**L**EATHER covered hand rollers have been used for years to roll up plates. At one time leather rollers were also used extensively on presses but were eventually replaced by synthetic rubber and vulcanized oil rollers. Today, some plants again are using one "grain" or leather roller in the press inking system.

The reason appears to be the increased use of bi-metal plates, grainless plates, and fine grained plates desensitized with modern techniques. The high quality of printing from these plates stems, in part, from the fact that they require less water and less ink on the press. There is less emulsification and the ink remains tackier throughout the run.

Although this is desirable and necessary for the finest quality of work, it also makes for more trouble with lint and fuzz in the inking system. There is a greater tendency for picking in the image areas and the lifting of loose fibers and lint in the non-image areas. This requires frequent washups. In plants where this trouble has occurred, it was found that when a leather roller is used as the No. 1 form roller, the nap on it seems to hold this lint and fuzz and keeps it out of the rest of the inking system. Certain new vulcanized oil and synthetic rubber rollers are claimed to do the same thing. Since no comparative tests have been made, the Lithographic Technical Foundation is not endorsing any type of roller discussed in this article.

With nand rollers, again it is the nap on the leather that makes them so effective. The nap pulls the work out much sharper and cleaner than rubber or composition rollers.

To get the maximum performance from any leather roller it is essential that you break it in correctly. If you don't or if you don't take good care of the ones you have, the nap soon mats down. The roller then becomes slick, glazed, and almost useless. Properly cared for, leather rollers can do excellent work for many years.

### **Breaking In New Press Roller**

Breaking in a new leather press roller takes a lot more time than effort. But the patience that you have in doing it properly will determine the quality of the work that the roller will do for years to come. Here is a method that has been used successfully by many experienced men.

The first step is to soak the leather with neats foot oil. Put the roller on the cleaning trough and leave it there for a couple of days. Keep applying fresh oil to the leather once every few hours until it has absorbed all it can hold.

On the third day, scrape the excess oil from the surface with a dull blade like the back edge of a table knife. Be sure to scrape the leather with the grain of the nap. Otherwise, you'll soon scrape all the nap off the leather. When the excess oil is out of the leather, apply 00 litho varnish. Apply fresh varnish every hour or so for about a day.

On the fourth day, scrape the excess varnish from the roller and put it in the press. Put some stiff varnish or stiff ink in the inking system and let the press run at idling speed for 15 or 20 minutes. This will pull up the nap and also pull off any loose nap.

As soon as this has been done, put the roller back on the trough. Apply Lithotine or gasoline and scrape the roller until all the ink or varnish is removed.

The roller is now ready for service. If you don't plan to use it right away, rub some mutton or deer tallow into the leather to keep it soft.

### **Breaking In a New Hand Roller**

It's not quite as easy to break in a new leather hand roller but the steps are essentially the same.

The first step is to roll it and let it soak in neats foot oil. Pour the oil out on a slab, place the roller on the slab, and pour more oil directly on the leather. Roll the roller in the oil. Then apply more oil to the leather and let it stand.

Every couple of hours during the day, roll the roller back and forth in the oil for a few minutes. Keep applying fresh oil as needed. Do this for about two days. Your aim is to let the new leather soak up all the oil that it can hold.

The next step is to scrape the roller with a dull blade. Again, be sure to scrape the leather with the grain of the nap. When you have

# *No Time To Read?*<sup>1</sup>

The men who keep getting ahead *make* time to read. How else can they keep up with what's going on in their industry? Is there a *better* way?

*Modern Lithography* is packed with material to help *you* get ahead in offset lithography. It's planned for easy, fast (yes, even enjoyable), reading.

For three bucks a year<sup>2</sup>, how can you miss?

## *Modern Lithography*

175 Fifth Avenue

New York 10, N. Y.

---

<sup>1</sup> We made this advertisement short, so you'll have time to read it.

<sup>2</sup> For bargain-hunters, Scotsmen, and others — \$5 for two years. In groups of four or more, \$2 each per year (U.S. only). Canada and foreign rates slightly higher. (See page 5 for rates.)

scraped off all the oil on the surface of the leather, clean up the slab. This time, put a gob of mutton tallow or deer tallow on the slab. Work the roller in the tallow thoroughly. Again, let the roller stand and roll it every hour or so for at least a day.

At the start of the third day, scrape the tallow off the roller and clean the slab. Put down some 00 litho varnish and roll the roller in this. As before, let the roller stand in the varnish and give it a couple of rolls every hour or so for another day.

When you come in on the fourth day, scrape the 00 varnish off the roller and clean up the slab. This time, put down some No. 8 litho varnish. Give the roller a good workout in this stiff varnish working it periodically for another day. This operation pulls up the nap and also pulls off any loosely held nap.

On the fifth day, scrape the roller, clean the slab, and put down some stiff roll-up ink. The ink should be thinned with 00 varnish very slightly — just enough to get a good transfer of the ink between the roller and the slab while rolling. After you have worked the roller periodically in this ink for a day, it is ready for duty.

#### **Maintenance of Leather Rollers**

It's a lot easier to take care of leather rollers than it is to break them in. Whenever a roller is to be left overnight or will not be used for a while, scrape it thoroughly and apply mutton tallow or deer tallow to the leather. These tallows never dry. They will keep leather soft and pliant even if the roller is not used for years.

If you don't scrape the roller faithfully, the nap will not be pulled out. In a few months, it will pack down and the roller will become slick and lose much of its value. Remember, it is the nap of the leather that does the job.

An idea from LTF is to mark one end of a new roller so that you'll always be able to tell which way the nap of the leather lies. The grain direction of the nap is easy to see on a new roller. It's much harder to see on a roller that has given a

lot of service and on which the nap is short.

If you haven't used a leather roller for a while and find it in pretty bad shape, you still may be able to restore it. Wet it with turpentine and rub it with a coarse (No. 3) sandpaper to bring the nap back up. This is rough treatment. You'll have no need for it if you scrape the roller and put tallow on it after it has been used. (Information from Lithographic Technical Foundation's new Bulletin 805, *How to Make and Run Better Zinc Surface Plates*, and appearing in *Research Progress* No. 30.) ★★

#### **Kelly Receives Ault Award**

Eugene J. Kelly, Director of the Michigan Research Division of the Sun Chemical Corporation, has been announced as the first winner of the Ault Award "in recognition of distinguished contributions to the advancement of the printing ink industry." Dr. Harry L. Fisher, president of the American Chemical Society, made the presentation at the annual meeting of the National Association of Printing Ink Makers at the Edgewater Beach Hotel in Chicago, Monday, May 24th.

Mr. Kelly was the founder of the E. J. Kelly Company, in Kalamazoo, Mich., now part of the General Printing Ink Company division of Sun Chemical Corp.

The Ault Award was established this year by Bromwell Ault, vice president of Interchemical Corporation, in honor of L. A. Ault, a founder of the Ault & Wiborg Company which was one of the original printing ink companies consolidated into The International Printing Ink Corporation. The award is sponsored by the National Association of Printing Ink Makers in conjunction with the National Printing Ink Research Institute.

Frank Morrison, Morrison Printing Ink Co., Cleveland, was elected president of the association, succeeding L. W. Hraback, Sleight Metallic Ink Co., Chicago. Fred A. Weymouth, Printing Ink Div., Interchemical Corp., New York, is vice president, and J. S. Hart, J. M. Huber Corp., Hillside, N. J., is treasurer.

Herbert B. Livesey continues as secretary.

Herbert Gaetjens, president of Gaetjens, Berger & Wirth, Inc., of Illinois, Chicago; and L. C. Herkness, Charles Eneu Johnson Co., Philadelphia, were elected directors of the association.

The association voted to consolidate the National Printing Ink Research Institute, at Bethlehem, Pa., with the NAPIM.

#### **Form Chicago Education Group**

Formation of the Chicago Graphic Arts Industry — Education Advisory Committee was announced last month by Dr. Benjamin Willis, general superintendent of the Chicago public schools. Purpose of the committee is to bring about closer cooperative relations between Chicago's vast printing industry and the public school system to develop an effective program of graphic arts education in the schools.

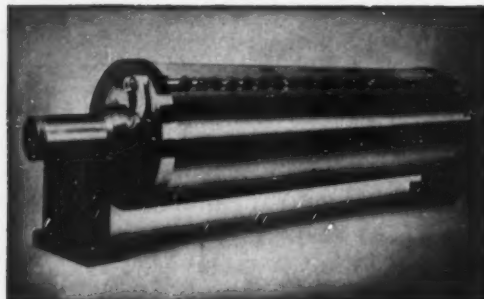
Frank J. Bagamery, secretary-general manager, Graphic Arts Assn. of Illinois, was named chairman of the group. Ernest G. Karge, executive of Steelograph, Inc., and president of the Chicago Lithographers Assn., is vice chairman and C. L. McKinnon, secretary of the Franklin Assn. of Chicago, is secretary.

Members of the advisory committee include George A. Canary, president, Local 4, ALA, representatives of other printers' unions, the Craftsmen's Club, Supplymen's Guild, Screen Process Printing Association, photoengraving and rotogravure associations and school executives and instructional staff.

This new advisory committee is the first attempt in the Chicago area in which graphic arts leaders were enlisted to act as authorized advisors for the local educational system. The plan calls for an evaluation of the public school printing program, formulation of recommendations and advice on implementation of the policies.

Any program of graphic arts education, to be effective, the committee has stated, must meet vocational needs of the student and also the requirements of industry.

*good as new and less expensive*



### **Lithograph Press Cylinders Reconditioned By Specialists . . .**

**F**OR the past twenty years, Arthur Tickle Engineering Works has specialized in reconditioning for the trade, damaged printing press cylinders, or cylinders that have been reground previously on the bodies and are too small in diameter. In our modern plant, damaged cylinders have been turned down on the surface and sprayed with metals such as Hard Stainless Steel, High Carbon Steel, Monel Metal, and 18-8 Stainless Steel. Cylinders rebuilt by our process are more durable than new cylinders because of the increased hardness of the deposited metal and its resistance to corrosion. After spraying, cylinders are ground with precision accuracy to their original diameter or to any diameter desired. The thickness of the sprayed metal is controlled to vary from 1/32" to 1/8" on the side.

**T**HE journals of the cylinders, if scored or worn, are rebuilt with High Carbon Steel (363 Brinell hardness) and ground to standard diameter, with a resulting increase in wear.

**I**T will require one (1) week of average time at our plant to recondition one cylinder, ranging from 14" to 18" in diameter. Two (2) weeks for two cylinders and approximately two and one-half (2½) weeks are required for three cylinders.

**A**LL cylinders received at our plant are inspected for size, condition of bearers and journals, and body run-out. Upon obtaining this data, we compare it with the customer's orders or instructions. In case of discrepancy, we contact customer immediately submitting our recommendations and furnish exact costs for the work to be performed. This procedure has eliminated unnecessary work in some cases and in other cases, hidden defects have been brought to the customer's attention.

**W**E are equipped to spray any metal obtainable in wire form, on any surface round or flat, if it is a printing press cylinder, water trough, or the inside of a tank.

Tickle Engineering will be pleased to discuss your special problems and to submit estimates based on efficiency and careful cost control.

For quotations and any further information, visit our plant whenever convenient, telephone or write to



### **ARTHUR TICKLE ENGINEERING WORKS, Inc.**

*Repairers and Builders of Special Machinery*  
DEPT. M, 21 DELEVAN STREET, BROOKLYN 31, NEW YORK  
(Only Office in the U. S. A.)  
TELEPHONE MAIN 5-4200

**New York, Sept. 22-25:**

# **NAPL Outlines September Meeting**

**L**ABOR relations, lithographic shop problems and ways of getting new business—all are on the agenda announced late last month for the 22nd annual convention and exhibit of the National Association of Photo-Lithographers.

The convention, which Walter E. Soderstrom, NAPL executive vice president, predicts will be one of the largest ever held by the organization, is set for the Hotel Statler, New York, Sept. 22-25.

The fact that all exhibit space available in the hotel had been sold by the middle of June is a good key to the enthusiasm which suppliers and members are expressing for the meeting. Mr. Soderstrom pointed out that you do not have to be an NAPL member to attend the convention.

Labor relations will be in the spotlight when George Mattson, director of labor relations for the Lithographers National Association, discusses "Human Relations, The Key To Successful Labor Relations."

Three panel discussions and a full day of questions and answers are expected to give the solutions to a number of current offset problems found in many shops. The first panel will be concerned with new lithographic plate making procedures. Bernard Sears, vice president of the Graphic Arts Corp. of Ohio will moderate the panel, which will include manufacturing representatives or users of by-metal, tri-metal, pre-sensitized and paper plates. Each representative will outline the process involved in using each type plate.

Frank R. Turner, Jr., NAPL cost accountant, will be chairman of a panel to consider hourly costs, estimating procedures, marking-up purchases and planning investments.

The third panel, entitled "Why We Use Lithography," will present the views of several buyers of litho work. A. J. Fay, Western Printing & Lithograph Corp., will preside at this panel.

The popular convention feature, the Saturday Question and Answer program, will climax the convention. Invited to participate in this lithographic craftsmen's day are the Litho Club of New York, the Lithographic Technical Foundation and the National Association of Litho Clubs.

William J. Stevens, manager of the Eastern Division, Miehle Printing Press and Manufacturing Co., will preside, relaying questions on various topics to these panel members: A. G. Clair, Eastman Kodak, film-camera; Joseph Mazzaferri, Colorcraft Co., platemaking; Roy Tyler, Harris-Seybold Co., and Al Kuehn, Miehle, press; John Kronenberg, S. D. Warren Co., paper; Ted Makarius, Pope

and Gray, ink; and Michael Bruno, LTF, technical.

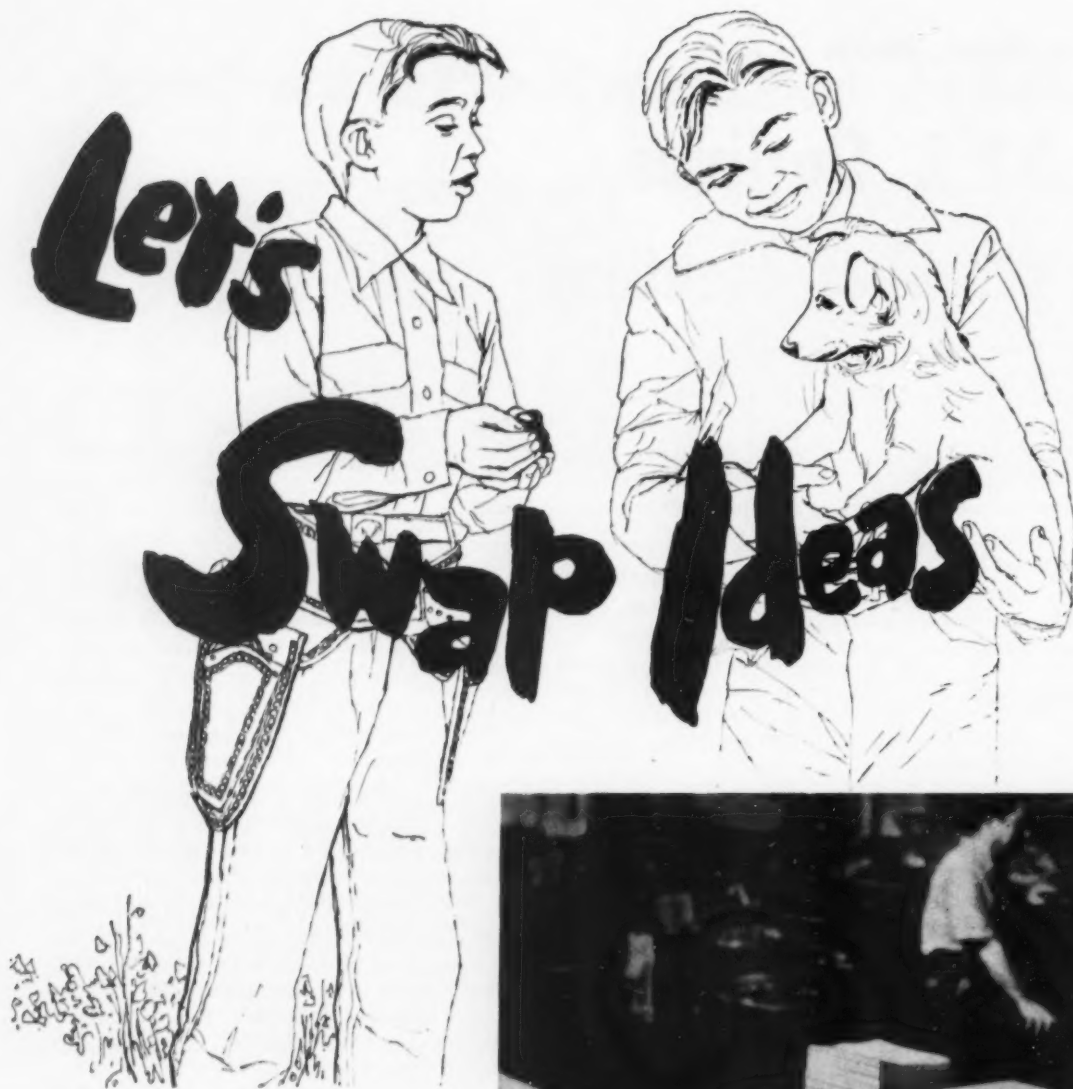
Three other talks, on obtaining new business, color separation, and purchasing, will complete the well-rounded program. Mr. Soderstrom said he would soon announce the speaker on new business. Robert D. Schulz, Eastman Kodak, will present "A Practical Approach to Color Reproduction," while Joseph Matlack, vice president of Edward Stern & Co., will discuss "Purchasing to Advantage."

The annual dinner dance and entertainment, scheduled for Friday night, will cap the social program. For the women attending the convention, there will be a boat trip around Manhattan Island, a visit to a United Nations session and a cocktail and card party. A drawing for tickets to the hit Broadway plays "Caine Mutiny" and "Teahouse of the August Moon," also will be held.

## **Exhibitors At NAPL Convention**

Phillips and Jacobs, Inc.  
Anso, A Division of General Aniline & Film Corp.  
Rex Graphic-Manufacturing Co.  
Joseph Gelb Co.  
Interstate Offset Products Co.  
Macbeth Arc Lamp Co.  
S. D. Warren Co.  
William Gegenheimer Co.  
Bourges, Inc.  
Azoplate Corp.  
Printing Developments, Inc.  
The Di-Noc Co.  
Phillip A. Hunt Co.  
Unitronics, Inc.  
Harold M. Pitman Co.  
C. Walker Jones Co.  
Sun Supply Co., Wm. A. Frangos, Inc.  
Russell Ernest Baum, Inc.  
Sinclair & Valentine Co.  
Minnesota Mining & Manufacturing Co.  
Bridgeport Engravers Supply Co., Inc.  
E. I. du Pont de Nemours & Co., Inc.

Roll-O-Graphic Corp.  
Natural Color Lighting Corp.  
The Gevaert Co. of America, Inc.  
Chemco Photoproducts Co., Inc.  
Harry H. Rogers Co., Inc.  
W. A. Brown Manufacturing Co.  
Craftsman Line-Up Table Corp.  
Litho Chemical and Supply Co., Inc.  
Robertson Photo-mechanix, Inc.  
nuArc Co., Inc.  
Roberts & Porter, Inc.  
The Strong Electric Corp.  
E. P. Lawson Co., Inc.  
Eastman Kodak Co.  
M. Grumbacher, Inc.  
Alum-O-Lith, Inc.  
General Electric Co.  
Consolidated Photo Engravers & Lithographers Equipment Co.  
Interchemical Corp.  
Godfrey Roller Co.  
Sun Chemical Corp.  
Electronic Mechanical Products Co.



### Tip Of The Month from Kimberly-Clark

Should a job be folded with or against the grain? Actually, both ways have advantages and disadvantages. If you fold with the grain the fold is generally smoother but weaker. If you fold against the grain the fold is stronger but may not be as smooth. Your choice will have to depend on which feature is most important for the particular job. A sheet may bubble in the folder when it takes on moisture. This is most apt to happen when the printed job is allowed to stand open for any length of time in a humid pressroom. On the other hand, if it's allowed to stand open in a pressroom where the relative humidity is low the paper will lose moisture. Then it may crack in the folder. The best way is to fold the job as soon after printing as possible. But if there's an unavoidable delay, protect the printed pages with a moisture-proof cover.



How to fold paper properly — details at left  
in "Tip of the Month"

# Kimberly-Clark invites you to match your printing ideas with these—and win a \$50 Bond!

## **Solves ink drying problem on offset presses**

Operators of offset presses which are not in daily operation will frequently find themselves confronted with the problem of ink drying on the dampening rollers. A good method of preventing this condition is to saturate a piece of wool flannel with carbon tetrachloride and rub it briskly over the dampening rollers at the end of each day's work. This practice will remove the greasy ink which tends to accumulate on the dampeners before it has an opportunity to dry and harden and will leave the dampeners in good condition to start the next day's operation. Carbon tetrachloride is extremely volatile and non-greasy and will have no undesirable effects on the dampeners.

*Harry J. Damme, Litho Superintendent,  
Standard Printing & Pub. Co.,  
Huntington, W. Va.*

## **How to cut stock to exact fractions**

When cutting stock in thirds or fifths, or any fraction, it is impossible to measure exactly with an ordinary yardstick. However, by placing your ruler at an angle on an easily divisible number, you can get perfect results. For example, if you want to cut a 17-inch sheet into thirds, simply angle your ruler to 18 inches, mark it at "6" and "12," and you can't go wrong.

*George Veldman, Owner,  
Veldman Printery, Grand Rapids, Mich.*

## **Rubber pad prevents embossing**

Make-ready in printing the standard corner card on envelopes is quite difficult and time consuming on small offset presses. The different thicknesses from overlapping and gluing emboss the blanket and make for loss of print quickly. However, try this: take a small piece of thin rubber and place it under blanket at spot where print is to fall. Back off or lower impression cylinder completely. Then bring it

back carefully a little at a time, test running an envelope each time until it just barely prints well. Run job. The extra "sponge" the little piece of rubber gives will prevent embossing of blanket and permit quality work even where halftones must print over envelope laps.

*James W. Korf, Printer,  
Grand Rapids, Mich.*

## **Offset press washup**

When washing up the larger offset presses (Miehle 61, LSS Harris), I put half a pint of water in the washup trough before running the blade up to the vibrator. When finished, the ink pigment slides out of the trough slick as a whistle, and one wipe of the rag cleans the trough as nicely as you'd wish. This works as well with a gasoline or petroleum solvent washup as with the "synthetic" 1-2-3-washups. It's faster, cleaner, and cheaper than using lube oil in the trough, and is really appreciated when washing up the chrome pigment inks.

*Robert E. Carlin, Offset Press Feeder,  
Smith-Brooks Printing Co., Denver, Colo.*

## **Do you have an item of interest? Let's swap ideas**

All ideas contributed become the property of Kimberly-Clark for use in any printed form. For each idea used in our magazine advertising, we will give the sender name credit and a \$50 Savings Bond. In case of duplicate ideas, only the first received is eligible for the award. This offer supersedes any offer published in previous

advertisements, and continues for two months only. Address "Let's Swap Ideas", Dept. ML-74, Kimberly-Clark, Neenah, Wisconsin.

## **Built-in Folding Strength**

Have you ever had a paper run beautifully through the press—print like a million dollars—then fail completely on the folding machine? Many of the lithographers who switched to Lithofect Offset Enamel did so because of this problem with other papers. They found Lithofect had built-in folding strength by virtue of the exclusive Longlac Bleached Sulfate pulp ingredient developed by Kimberly-Clark. These tough bleached fibers that fortify Lithofect Offset Enamel form the "muscles" that resist cracking in the folding process. In fact, you can fold Lithofect in either direction, regardless of grain. Available in cases or handy Carton Packs; ask your distributor for samples of Lithofect. It's one of eight outstanding Kimberly-Clark Coated Printing Papers—

## **For Letterpress:**

Hifect Enamel  
Crandon Enamel  
Trufect Coated Book  
Multifect Coated Book

## **For Offset:**

Prentice Offset Enamel  
Lithofect Offset Enamel  
Shorewood Coated Offset  
Fontana Dull Coated Offset



Products of  
**Kimberly-Clark**

**Bellevue-Stratford, August, 8-11:**

## **Craftsmen Announce Program for Philadelphia Convention**

**O**FFSET and dry offset, phototypesetting, color correction by electronic scanning, and other phases of graphic arts will come under discussion during the annual convention of the International Assn. of Printing House Craftsmen, planned for August 8-11 at the Bellevue-Stratford Hotel, Philadelphia. In addition, U. S. Public Printer Raymond Blattenberger is to address the convention. This will be at the Sunday evening opening session.

Registration fee is \$25 for men, \$15 for ladies.

The tentative program is as follows:

### **Saturday, August 7, 1954**

9 A.M. to 5 P.M.  
Registration  
International Officers and Board Program  
Entertainment for International Officers in Evening

### **Sunday, August 8**

9 A.M. to 8 P.M.  
Registration  
12 noon to 5 P.M.  
Historical tour of Philadelphia (Members of Philadelphia Club will drive visitors around the city.)  
8 P.M.  
Club Reunion — Presiding Officer, Ray Miller, Sr., general chairman  
"Star Spangled Banner" and  
"God Save the Queen"

Invocation  
Address of Welcome (General Chairman; Philadelphia Club President; Ray Blattenberger)  
Response to Address of Welcome (International First Vice President)  
Introduction of International President by Philadelphia President  
International President Howard King assumes chair  
International business  
Memorial for departed Craftsmen  
Honor Charter Members  
Ladies Convention arrangements — Ladies Chairman  
Convention Announcements — General Chairman  
Adjournment  
9:30 P.M.  
Hospitality (by Philadelphia Club)

### **Monday, August 9**

9 A.M. to 5 P.M.  
Registration  
9 to 10:30 A.M.  
International Business Session  
10:30 to 11:15 A.M.  
Talk by John Williams, Williams & Marcus Co.  
11:15 to 12:15  
Talk, "So You Guys are Printers?" — by Norman Greenwood, Advertising Manager, Philco Corp.  
12:30 to 2 P.M.  
Luncheon: Talk, "Printing Week" by Floyd C. Larson  
2:30 to 5 P.M.  
Two clinics simultaneously:  
Photocomposition — arranged by Frank Sherman, International Typographic Composition Assn.

Letterpress Clinic — arranged by G. W. Bassett, Miehle Printing Press Mfg. Co.  
6 to 9 P.M.  
Club Management Dinner — A. R. Tommasini

### **Tuesday, August 10**

9 A.M. to 5 P.M.  
Registration  
9 to 10:30 A.M.  
International Business  
10:30 to 12 noon  
Two clinics simultaneously:  
RCA Color Scanner — arranged by Fred Lewis, RCA  
Silk Screen Clinic — arranged by Jack Simmons, Chromart Company  
12:30 P.M. till ?  
Trip to Atlantic City for men and ladies  
Golfing  
11 P.M.  
Caucus

### **Wednesday, August 11**

9 A.M. to 12 noon  
Registration  
9 A.M. to 12 noon  
International Business  
12 noon to 2 P.M.  
Luncheon — Supplymen's Guild  
2 P.M. to 4:30 P.M.  
Clinics:  
Offset and Dry-Offset — arranged by Ken Burchard, Carnegie Institute  
Flexigraphic Printing — arranged by Douglas Tuttle, International Printing Ink  
6 P.M.  
Cocktails and Banquet

### **Thursday, August 12**

Plant Visits  
Golf★★

# Northwest Pedigreed Papers

ALWAYS MAKE GOOD PRINTING BETTER



THE NORTHWEST PAPER COMPANY  
CLOQUET, MINNESOTA

# The Northwest Paper Company

CLOQUET, MINNESOTA

**NORTHWEST PEDIGREED PAPERS ALWAYS MAKE GOOD PRINTING BETTER**

## PRINTING PAPERS

Northwest Bond	Mountie Offset
Northwest Ledger	Mountie Text
Northwest Mimeo Bond	Mountie Book
Northwest Duplicator	Carlton Bond
Northwest Index Bristol	Carlton Ledger
Northwest Post Card	Carlton Mimeograph
Mountie Label	Carlton Duplicator
North Star Writing	Non-Fading Poster

## ENVELOPE PAPERS

Nortex White	Nortex Gray
Nortex Buff	Mountie
Carlton	

## CONVERTING PAPERS

Papeteries	Lining
Drawing	Gumming
Adding Machine	Coating Raw Stock
Register	Cup Paper

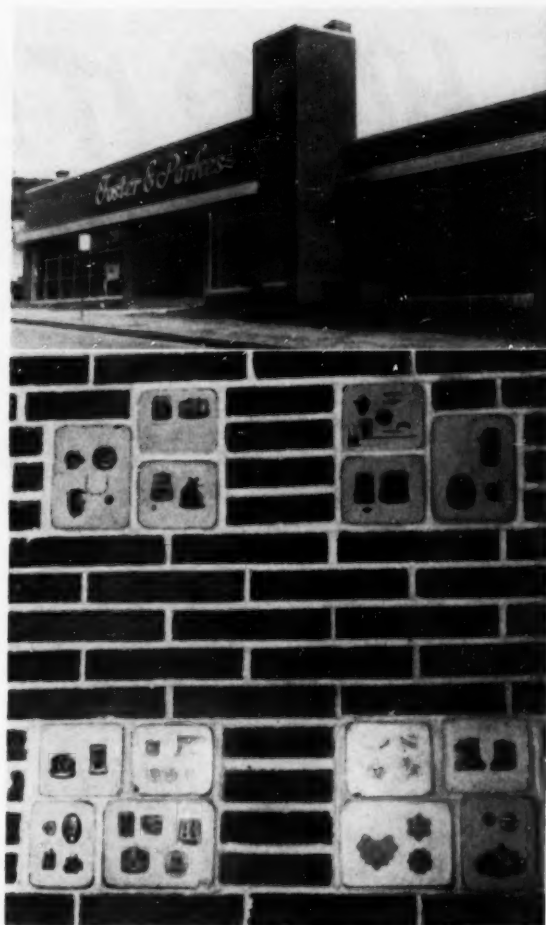


*Sales Offices*

CHICAGO 6, 20 N. Wacker Drive | MINNEAPOLIS 2, Foshay Tower | ST. LOUIS 3, Shell Building

## 67-Year-Old Nashville Firm In New Plant Plans Further Offset Expansion

*By P. R. Russell*



Top: New plant of Foster & Parkes. Below: Old litho stones in entrance greet visitors at plant

ANYONE approaching the entrance to Foster and Parkes Company's new plant at 1303-1309 Demonbreun Street, Nashville, will have all doubt removed that the firm is in the lithographing business and has been for a long time. Imbedded in the brick wall of the front of the building are a number of the old litho stones once commonly used in this and at least one other Nashville plant. Recognizable images on the faces of these stones are many examples of the stone engravers art.

Founded in 1887, Foster and Parkes Co. moved on June 15 from 215 Third Avenue North where it had been located since 1901. The firm has operated a litho department

from the beginning. Adding a 22 x 34 two-color offset, the firm plans to do a small volume of high-quality work, featuring color in both letterpress and lithography, according to Hillard O. Wood, who has been president of the firm since 1948. Sam Matheny is in charge of both offset press and platemaking departments.

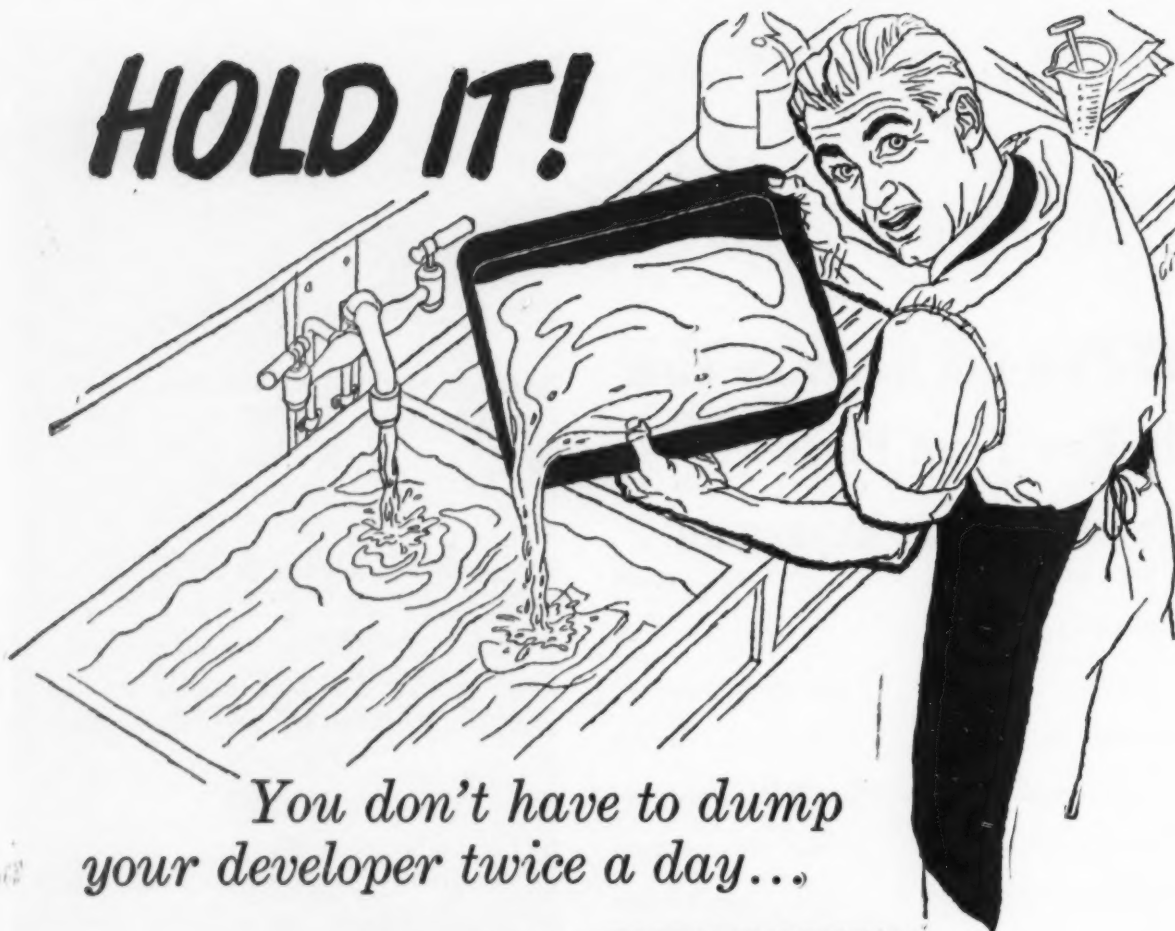
Reminiscent of the days when images engraved on stone were used for offset forms, Ed Everson, with the firm 25 years and sales manager since March, 1953, stated that only recently a customer has called for a type of letterhead that could be produced only by the ancient stone method—all of the modern skill of offset platemakers and artists fall short of the effect he wants.

The new building, with 150-foot frontage, has 17,000 square feet of floor space, but only about one-third of this is being devoted to the mechanical departments. Units have been arranged according to a layout furnished by American Type Founders. Lloyd Murray, who came with Foster and Parkes Co. in 1921 as a messenger boy at \$7 per week, is plant superintendent.

In an area provided by the "el" of the building and the front is a space sufficiently large for trucks at the loading platforms and for employees' parking.

The office furniture and stationery display rooms and offices of the firm are in the front section.★★

# HOLD IT!



*You don't have to dump  
your developer twice a day...*

## it's Hunt **PREMIUM GRAPH-O-LITH®**



**Premium Graph-O-Lith is  
the finest photo-mechanical  
film and paper developer  
HUNT has ever produced...  
a maximum-contrast developer  
for process film and plates,  
thin-base strip film, and  
photo-mechanical papers.**

*Some cameramen tell us they use one tray of Premium Graph-O-Lith developer all day long. Others report they get 50% more negatives perfectly developed with Graph-O-Lith than with any other developer.*

One thing we do know for sure is that Hunt Premium Graph-O-Lith developer gives full shadow dots and highlight detail right up to the point where the Graph-O-Lith bath is completely exhausted. It does perfect work for the full life of the developing bath. And it is the only developer that does this.

You have nothing to lose and plenty to gain by learning how many more perfect negatives it will give you. Particularly since you can have a trial 2-gallon can of Graph-O-Lith **FREE** for the asking. Write for yours today.

*Established 1909*

### **PHILIP A. HUNT COMPANY**

*Manufacturing Chemists*

**PALISADES PARK, N. J.**

Brooklyn, N. Y.

Cambridge, Mass. • Chicago, Ill. • Cleveland, Ohio • Dallas, Tex. • Los Angeles, Calif.



# News

## ABOUT THE TRADE

### Public Printer "In the Middle"

U. S. Public Printer Raymond Blattenberger described himself as "in the middle" as several government agencies made conflicting demands on the Government Printing Office in connection with U. S. security problems. He issued the following statement on June 10, regarding the situation:

"In connection with the resolution of the Joint Committee on Printing of June 7, 1954, which called upon the Public Printer to release opinions of security boards, I have today addressed a letter to the Members of the Joint Committee on Printing. I am not unwilling to comply with the resolution of the Joint Committee on Printing, but find myself unable to do so at this time in view of the legal problems of the situation which appear to place me in the middle of two conflicting viewpoints. I have decided, however, that pending a conclusive determination of such conflict, I shall follow the Executive Orders of the President affecting personnel as the Government Printing Office has done since 1895. I can cast no further light on the situation and shall have no further comment at this time."

### Opposes Liquor Adv. Bill

The executive committee of the Point-of-Purchase Advertising Institute, New York, at an executive session went on record as opposing passage by the U. S. Senate of Bill S. 3294, known as the Langer Bill. POPAI's Executive Director, Norton

B. Jackson, was to appear before the Senate Committee on Interstate and Foreign Commerce at its hearings to register POPAI's opposition to the Bill. The Langer Bill, identical to Bryson Bill, H. R. 1227, on which hearings were held last month, would prohibit transportation of advertise-

ments in interstate commerce in all media for any distiller, brewer or vintner.

Passage of the Bill would affect the use of window displays, dealer material, consumer contact items, and similar lithographed promotion material.

### Five to Ten Thousand Expected at Houston Show

**B**ETWEEN 5,000 and 10,000 visitors were expected to throng the air-conditioned Hall of Exhibits of Houston's Shamrock Hotel, July 3 through 11, for the Southwestern Graphic Arts Exposition, business manager O. K. Eden reported last month.

Exhibits will include showings of newest advances in graphic arts by many manufacturers in the field, and visitors will include not only the visitors which the exposition would expect ordinarily to attract, but the delegates and visitors for five concurrent regional trade meetings.

Raymond Blattenberger, the Public

Printer of the United States, was to be on hand, along with other notables of the industry, at 9 a.m., July 3, to cut the barricade tape to open the exposition officially.

Last of the various meetings running during the exposition is the fourth annual Southwestern Litho Clinic, meeting at the Shamrock, July 10-11. The program covers all stages of planning and producing a paper by offset, including demonstrations and technical sessions in cooperation with exhibitors from the Southwestern Graphic Arts Exposition. Bill Kauzlarich of Houston is chairman.

### LNA Exhibit

At opening ceremonies of an exhibit of the 4th Lithographic Awards Competition, sponsored by LNA in Washington, D. C. on June 14 are: L. to R.: John Field, Asst. administrator of the Business & Defense Service Administration, Charles Honeywell, BDSA administrator; Miss Kay L. Hanson, president, Women's Advertising Club of Wash.; and W. E. Coyle, president of the Advertising Club of Washington.



### Direct Mail Volume Up

The estimated dollar volume of direct mail advertising used by American business during April, 1954, was \$115,725,395, according to figures released by the Direct Mail Advertising Association. This represents a gain of more than 9.5% over the expenditure of \$105,653,499 of April, 1953.

During the first four months of 1954, an estimated \$446,419,323 was spent on direct mail advertising, representing an increase of 6.39% over the expenditure of the first four months of 1953.

### Direct Mail Awards Due

Prizes for excellence in direct mail advertising will be awarded at two forthcoming conventions. Awards will be made at the convention of the Mail Advertising Service Association International Oct. 8-12 in Boston and at the Direct Mail Advertising Association annual convention Oct. 13-15 at the same place.

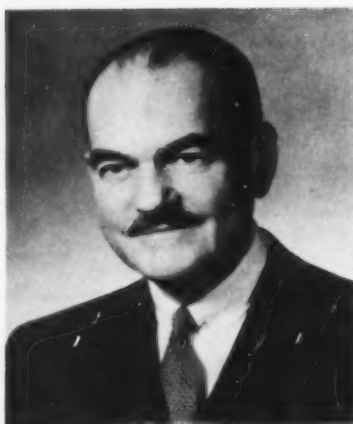
### Picketing Law Upheld

A Minneapolis lithographic shop was the scene last month of a legal battle concerning the makeup of picket lines. In ruling on the dispute, a district court judge in Minnesota upheld the state law requiring that the majority of pickets in a labor dispute be employees of the struck company.

The ruling was coupled with an injunction issued by the judge against Local 10, CIO Amalgamated Lithographers of America. Phelps Offset Printing Co., the struck plant, had requested the injunction, in connection with a strike at the site in 1951.

### Education Assn. Meets

The 29th annual conference on printing education was planned for July 4-9 at the University of Colorado at Boulder. The conference was being held by the International Graphic Arts Educational Assn. and the Education Council of the Graphic Arts Industry. One entire session was to be devoted to offset lithography, presented by the Lithographic Technical Foundation.



### Walling, Lanston Bd. Chairman

William H. Walling (above) has been elected chairman of the board of Lanston Monotype Corporation, the newly formed sales and service subsidiary of Lanston Monotype Machine Company. Mr. Walling, who has been a director and a member of the executive committee of Lanston Monotype Machine Company since 1951, is well known in the printing industry. He is presently vice president and chairman of the executive committee of Printing Industry of America.

The executive offices of Lanston Monotype Corp., are at 261 Madison Avenue, New York, N. Y.

Other officers of the new company include Robert F. Nelson, president; and Carl C. Sorensen, vice president.

### Would Control Red Printing

A bill which would require communist organizations to register with federal authorities all equipment used in printing and publishing their material was reported passed by the U. S. Senate June 1. It was sent to the House for further action.

### Self-Adv. Contest Under Way

One of the big attractions at the Printing Industry of America, Inc., Convention, to be held at the Hotel Statler in Detroit from November 15 to 19, will be the P.I.A. Printer's and Lithographer's Self Advertising Exhibition and Awards. Displayed at the convention will be 100 entries judged to be the "Best Fifty" advertising campaigns and the "Best Fifty" individual specimens.

As in other years the awards will be \$3000 in cash, nine Benjamin Franklin statuettes, and honorable mention certificates. In addition, new "Best Fifty" certificates will be given to all entries displayed at the convention. An awards breakfast will be held at which time the presentations will be made.

All printers and lithographers are eligible. No entry fees are required nor is it necessary to be a member of the Printing Industry of America to participate. The deadline is October 22nd. Rules and entry forms are available from local P.I.A. offices or from Miller Printing Machinery Co., 1135 Reedsdale Street, Pittsburgh 33, Pa.

### Starck Heads Senefelder Co.

Ludwig Starck was elected president and treasurer of The Senefelder Co., Inc., and The Senelith Ink Co., Inc., New York, the company announced during June. Albert Perrotto is secretary of the firm.

### Study Quality Control

Lithography executives and instructors from New York University's Center for the Graphic Industries and Publishing inspect a press sheet at the Fourth Statistical Quality Control Seminar held at NYU recently. Shown from left to right are Charles W. Baker, senior research engineer, American Type Foundry, Elizabeth, N. J.; Nathaniel Gamse, president, Gamse Lithographing Co., Baltimore; Robert B. Bederson, vice president, New Era Lithograph Co., New York; Sidney C. Smith, quality control man-



ager, Rust Craft Publishers, Boston; Richard Shaffer, lecturer in the Division of General Education at NYU and a lithographic consultant; and Donald Macaulay, seminar lecturer and president, Paper Quality Control, Inc., Chappaqua, N. Y.

### 3M Erects New Building

Completion of a new manufacturing plant at Hastings, Minn., for the production of presensitized offset plates was announced in June by Minnesota Mining & Mfg. Co., St. Paul.

Bert S. Cross, vice president of the firm's graphic products group said the new facilities were necessitated by increased demand for photo-offset plates and that the new operation would boost production to 20 times that of 1951, when 3M's offset plates were first introduced commercially.

The one-story brick building contains 34,000 square feet of manufacturing area and is scientifically equipped to prevent contamination of light-sensitive photographic materials.

"The most modern quality control devices available in the photographic and graphic arts industries have been incorporated in the building in order to provide continued high quality 3M plates," Mr. Cross said.

The special equipment includes several air conditioning units with precision temperature, dust and humidity controls. Interior walls are constructed of glazed tile to provide easy maintenance and the manufacturing area is windowless, sealing it from outside weather conditions.

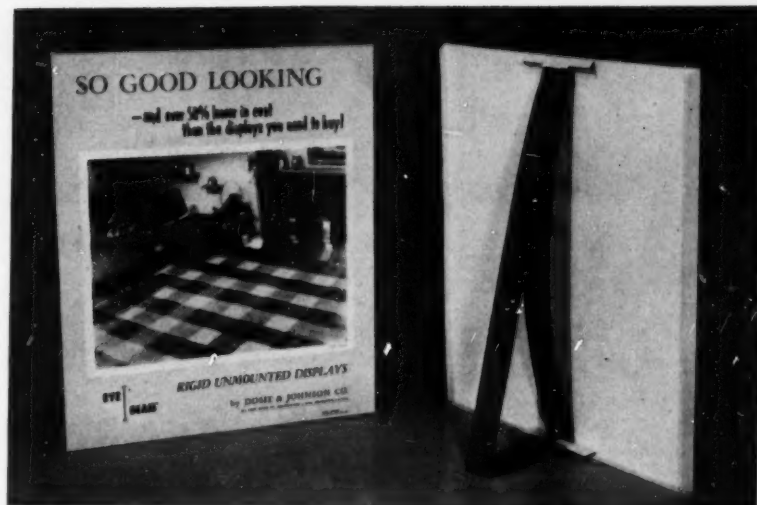
A portion of the new building will be used for the conversion of Spherkote brand draw sheets.

Since 1951, 3M lithographic plate production facilities have been housed in a 5,000 square foot area in the company's reflective products plant. When manufacturing operations started in 1950, they were located in a 500 square foot area in one of 3M's research laboratories.

Mr. Cross also stated that in addition to increasing production the new plant would allow 3M to expand its line considerably as the demand increases and also provide better service to customers.

### B & B Advances Two

Realignment of Brown & Bigelow engineering direction was announced last month by K. B. Priester, senior vice-president, manufacturing, of the advertising specialties firm in St. Paul. Frank J. Belting was appointed



### New Display Principle

Elimination of board mounting in the manufacture of point-of-purchase displays has been made possible through a design principle just announced by Desie and Johnson Co., color lithographers at 263 East State Street, Milwaukee.

By transforming a sheet of paper into a structural member similar to an I-beam (see above) the new process eliminates the need for flat mounting. Set-up of the new displays, called Eye-Beam Displays, is simple. Displays are mailed in tubes, regardless of size. They can be quickly disassembled for storage, shipment or later re-use.

The structural engineering principles utilized provide maximum rigidity and shape-retention, as well as dimensional effects without added manufacturing costs, it is claimed.

assistant to Mr. Preister and director of engineering. F. E. Gruber, vice-president, was named mechanical development engineer.

### B & B Acquires Bag Co.

Purchase by Brown & Bigelow, advertising specialties firm, St. Paul, of Herb-Shelly, Inc., polyethylene bag and liner manufacturers of Farmington, Minn., was announced in June by Charles A. Ward, Brown & Bigelow president.

He emphasized that Herb-Shelly manufacturing operations and personnel will be retained in their entirety in Farmington.

Herb-Shelly, Inc., represents the fourth subsidiary purchased by Brown & Bigelow in the past eleven months. Others are Western Lithograph Co., Los Angeles; Bigelow-McGill Co., St. Paul, and Graphic Arts Engraving Co., Minneapolis. Quality

The new displays are produced on a lightweight paper, with preliminary art and copy preparation identical to that used for conventional displays. However, instead of mounting the printed sheets on cardboard, the Eye-Beam Display sheets are folded at the margins and equipped with a specially-designed tension-easel which fits the marginal folds and provides the proper stresses, strains and structural strength. The adaptation of these engineering principles reduces warping. It is claimed that there is less warp in an Eye-Beam Display than in the same sheet mounted on .075 board.

Total display weight through the use of the Eye-beam process has been reduced by approximately 85%, and resulting economies in both production and transportation bring total display cost down as much as 65% under old-style display costs, it is claimed.

Park Box Co., Consolidated Printing Ink Co., and the Beissel Co., all of St. Paul, were acquired previously.

### Milprint Gets Poster Award

An award for the best poster advertising art in the first exhibition of the Art Directors Club of Milwaukee, was received recently by the lithography division of Milprint, Inc., that city.

The four by six foot poster was lithographed for the Baker, Johnson and Dickinson Agency, advertising agents for the Hunter Packing Co., East St. Louis, Ill.

### Photo Show Is Aug. 30

Photography's role in industry will be the highlight of the 63rd annual convention and trade show of the Photographers' Assn. of America to be held August 30 through September 3, 1954 in the Conrad Hilton Hotel, Chicago.

# Another

star performer  
is born!



NEW M-J SUPER COVER HAS A WIDE RANGE OF USES:  
High grade menu work • Car cards—posters • Pin tags and button cards • Swatch cards • Covers • Display cards

WARETONE MIRROR FINISH  
OLD TAVERN METALLICS  
M-J POSTCARD and COVER  
GUARANTEED FLAT GUMMED PAPERS  
RELYON REPRODUCTION PAPER  
WARE HEAT SEAL

**McLAURIN-JONES COMPANY**  
HEADQUARTERS: BROOKFIELD, MASSACHUSETTS  
Offices: New York, Chicago, Cincinnati, Los Angeles  
Mills: Brookfield and Ware, Mass., Grand Rapids, Mich., Homer La.

You know M-J Super Cover will be a fine performer. It's born into a famous family—the McLaurin-Jones family of fine papers. M-J Super Cover is a new, superior cover stock, coated two sides and especially tough for clean, fuzz-free die-cutting. If you want a new crispness, cleanliness and detail in your next car card, menu, swatch card or poster job... print it on M-J Super Cover... the star performer!

For free samples of 10 or 16 pt., contact your paper merchant or write us today.

## McLAURIN-JONES FINE PAPERS

### Cincinnati Wages Up

Increased wage scales and welfare benefits are incorporated in a new two-year contract, retroactive to May 1, which was signed on June 5 by members of the Miami Valley Lithographers Association of Cincinnati and Local 8, Amalgamated Lithographers of America.

Under the new scale, artists, who previously received \$106 for a 36 1/4-hour week, will now draw \$108.91 weekly until April 30, 1955, and after that date until Feb. 29, 1956, their pay will be \$111.45.

Other proportionate increases for the two periods are: Engravers, \$99.91 and \$102.45; color process provers, \$103.91 and \$106.45; photographers, color, \$113.91 and \$116.45; halftone, \$103.91 and \$106.45, and planagraph, \$93.91 and \$96.45; strippers, color halftone, \$99.91 and \$102.45, and planagraph, \$91.91 and \$94.45; platemakers from 72.36 to \$99.91 the first year, and from \$74.91 to \$102.45 the second year, and pressmen from 93.91 to \$126.21 the first year, and from \$96.45 to \$128.75 the second year.

Certain increased welfare benefits became effective as of May 1, but no increases in employers participation are required, as the payments are to be made from the surplus fund for this purpose which was inaugurated in 1948.

Six paid holidays continue as formerly, and there is no change in the vacation setup, which provides for one week after one year of employment, two weeks after two years of employment and three weeks after seven years of employment. Effective in 1955, three-week paid vacations will be provided after six years of employment.

### Cleveland Names Delegates

The Cleveland Club of Printing House Craftsmen will be represented at the 35th convention of the International Association of Printing House Craftsmen in Philadelphia, Pa., Aug. 8-11, by the following delegates: Earl Boner, Chandler & Price Co.; D. W. (Bill) Stock, Lawrence Electrotpe Co.; Courney Lee,

### Adds Two New Presses

Jackman Litho Co., at 211 High Ave., Cleveland, recently installed two Miehle 29 offset presses. These are the first Miehle 29's in Cleveland, and replace two older 17 x 22 presses. The company has two other presses of larger sizes, and specializes in direct mail advertising and commercial jobbing work. It also maintains a complete camera and platemaking department and is planning installation of a photo-composing machine.

Harris Seybold Co.; and Harry Abrams, Caxton Printers Supply.

### Frank H. Keys Dies

Frank H. Keyes, 73, a veteran of 36 years association with the Morgan Lithograph Corp., died June 15. He was a commercial artist, and had spent most of the years as foreman of the art room.

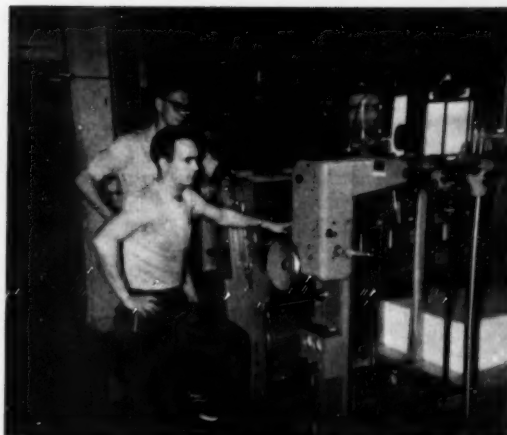
He was born in Buffalo and did his apprentice work with the old Buffalo Courier. He joined the Morgan Corp. in 1918 and was an early member of the Amalgamated Association of Lithographers.

### Midwestern Firms Expand

Expansion, by the addition of new equipment, was announced last month by several midwestern firms. Williamson Press, Springfield, Ill., put in a Lawson 39" cutter. Lawson three-knife trimmers were installed by John F. Cuneo Co., Chicago; Neely Printing Co., Chicago; George Banta Publishing Co., Menasha, Wis.; and A. L. Garber Co., Ashland, Ohio.

### Ideal Opens Cleveland Office

The twenty-first sales office of Ideal Roller & Mfg. Co. has been opened at 14820 Detroit Street, Cleveland 7, Ohio. The manager is Richard L. Dawley, (right) who has been with Ideal for several years. Prior to his new assignment he assisted Ken Cramer in the Cincinnati territory. Mr. Dawley is now making his home in Cleveland.



### Stone Heads Copifyer

William C. Stone has been elected president of Copifyer Lithograph Corp., Cleveland, according to a company announcement of personnel changes. Mr. Stone had been vice president in charge of sales and production.

Allen H. Frost, who had been president since the company's founding in 1933, now is chairman of the board of directors. In other changes, following the retirement of Frank A. Myers, treasurer and one of the founders of Copifyer, Andrew Balika was named vice president, Edward H. Frost, secretary and Robert L. Eggleston, treasurer.

Included in the Copifyer equipment is the largest four-color lithographic press made by Harris-Seybold Co., the only press of its size in the area.

### Fekter Switches to Calvert

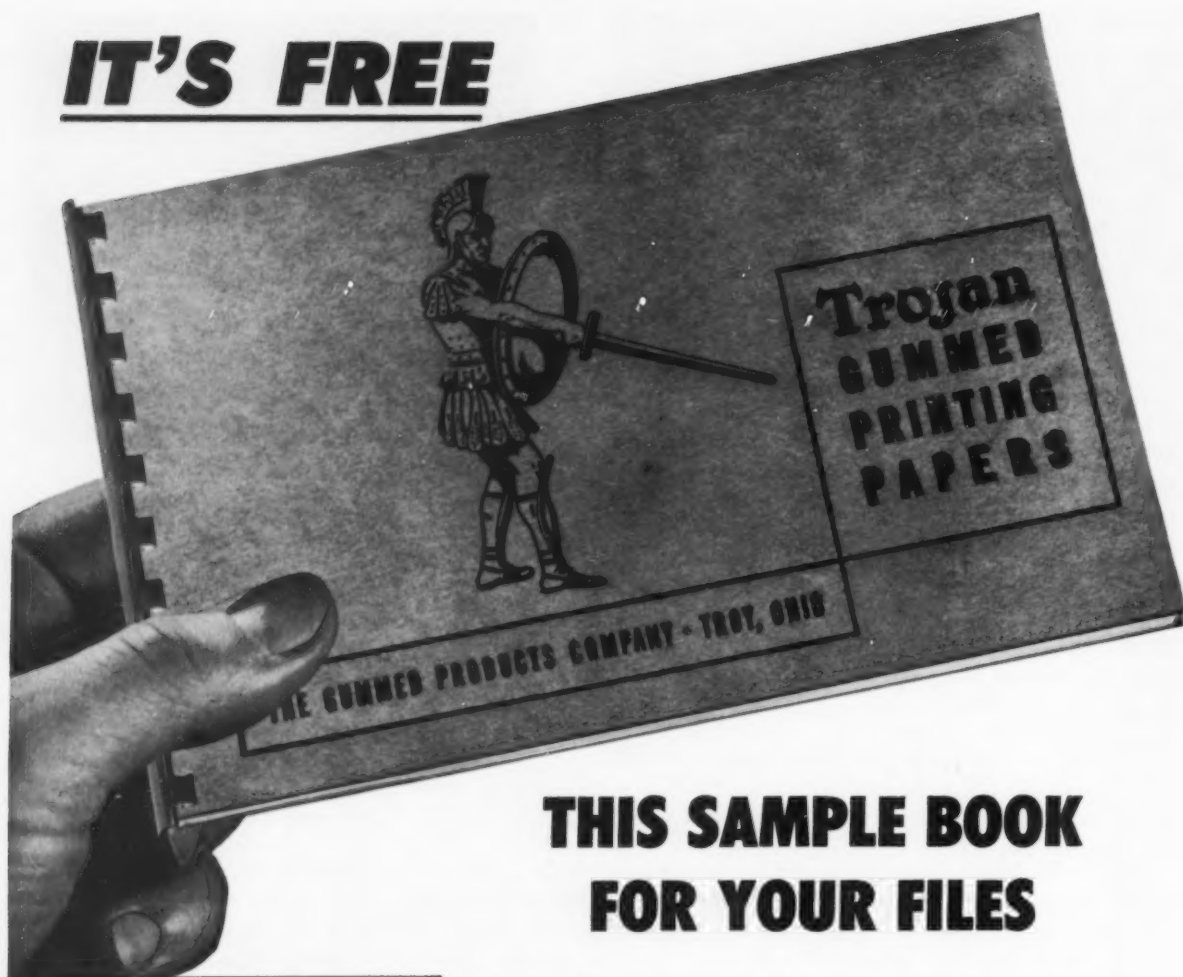
The Calvert Lithographing Co., Detroit, has appointed Edward Fekter to the position of production manager. Mr. Fekter was formerly superintendent of Ross Gould in St. Louis. He has had extensive lithographic experience in St. Louis and throughout the country.

No other changes have been made in the Calvert organization, according to Robert A. Ritter, president.

### Co. Adds Cutter

Lithocolor, Inc., of Cincinnati has installed a new Seybold 45" cutter. In a plant rearrangement, the camera and art departments are now located in a wing of the building to provide quieter working conditions.

# **IT'S FREE**



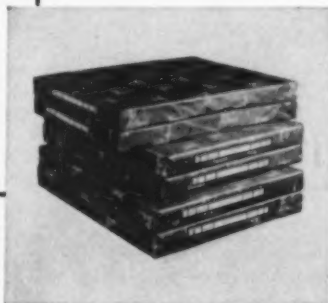
## **THIS SAMPLE BOOK FOR YOUR FILES**

**A  
Complete line of  
Gummed Printing Papers  
in Sheets and Rolls**

**LABEL PAPERS  
STAMP PAPERS  
LAMINATED FOILS  
LAMINATED PAPERS  
LAMINATED FABRICS  
HEAT SEAL PAPERS  
HEAT SEAL FOILS**



Here is a line of gummed printing papers that so many printers and lithographers depend upon for the finest reproduction. They are good name papers to start with. Then top quality adhesives are scientifically applied. Trojan Gummed Printing Papers handle as well as ungummed sheets. Available in a wide range of finishes and colors. Send for your copy of the Trojan Sample Book. Specify from it when estimating and ordering. Write Today.



**The  
GUMMED PRODUCTS  
Company**

... Specialists in the gumming of  
printing papers and sealing tapes

Main Offices and Mills: **TROY, OHIO**—Sales Offices: Atlanta, Chicago, Cincinnati, Cleveland, Los Angeles, New York, Philadelphia, St. Louis, San Francisco—Distributors from coast to coast.

### Install Big Photocomposer



Chicago Litho Plate Graining Co. installed another Rutherford photocomposing machine in May, this being a Model PLD, the largest currently manufactured. It is a duplicate of one installed about two years ago and makes a total of three Rutherford photocomposers. Two others of different makes are also operated.

Getting this ponderous machine into the building at 216 N. Clinton St. was quite an engineering feat, finally accomplished by rigging a block and tackle from the roof and lifting the knocked down sections to a fourth floor window through which entrance was effected.

The new Rutherford is a part of a long range expansion and modernization program which has been under way for some time. Following acquisition of additional floor space for the photolitho division, a Curtis 15-ton air conditioning system was installed in the platemaking department. A new 24" precision camera was also installed in the enlarged camera department.

This section of the camera department applies all its production to color separation negatives and color masks. A projection device was put in which permits the blowing up of film positives and negatives to 42 x 58 inches. Four new H. Schmidt Co. temperature sinks were put in, two of which handle the maximum size made by projection.

Enlargement of the space and the addition of the new equipment gives Chicago Litho Plate Graining Co. a well balanced shop with four cameras and a total of five photocomposers. Two of these latter operate full time on multiple and color-composing on film and glass. There also are six vacuum frames, including a 90" motor driven frame, and three proof presses.

The company now occupies more than 40,000 square feet of floor space, of which approximately 18,000 sq. ft. are allotted to the graining department alone. On order for early delivery is a Zenith 100 x 200" grainer which will raise the total of graining machines to 15.

From the original start as a two-man shop back in 1922, the working staff has grown to a year-round average of 105 employees. Graining, camera and platemaking department operate on two-shifts.

### Offer Display, Package Ideas

Lithographic salesmen, looking for ideas on how to sell more display materials, might profit from a suggestion offered at the recent Chicago convention of the National Confectioners Association. The candy makers were discussing their problem of increasing per capita consumption of confections and the talk turned to the short life of counter cards. Most retailers, it was charged, get so many of these that the cards are tossed into the ash can after only two or three days on the counter. Then one speaker showed a counter card which printed on its back side, where the retailer could see it, a chart and explanation of how to recognize counterfeit bills.

"It's a safe bet," he said, "that retailers receiving this card don't toss it out in a hurry. Why don't you candy men try the idea? Put some sort of a merchandising help for your retail distributor on the back of your cards and they'll certainly stay out on the counter longer than the average. If you can't think of anything else, why not print there a calendar of your industry's special promotion dates, like Sweetest Day, Mother's Day, Easter, Halloween and the many others you observe."

Candy manufacturers, this speaker, a tobacco distributor, further suggested, ought to get "insert conscious," like the cigar industry. Under a plan promoted by their trade association, he said, cigar makers used 5,000,000 inserts in their boxes in 1952. Last year they used 20,000,000 and during 1954 distribution of inserts was expected to reach 40,000,-

000. These inserts, he said, bring in hundreds of inquiries a week, with new business from every state and from foreign lands. "The cigar industry," he said, "is solidly behind this program. It might pay out, too, for you candy men in your relations with your retailers."

### Berlin Adds Another 4-Color

I. S. Berlin Press, Chicago, has installed another Miehle No. 76 4-color offset press, which brings to 12 the number of Miehle offsets now operated there. Included are three No. 76, 4-colors, one 76, 2-color, two 76, single-colors, a No. 61, single-color, a No. 41, 2-color and four No. 29's. Recently Berlin Press installed its fourth Rutherford photocomposing machine while other equipment is on order for erection in the recently completed addition to the plant. Containing 44,000 sq. ft. of space, this addition expands working area more than one-third the original of the building erected about five years ago. Under consideration is a plan to completely air condition the huge Kimball Avenue plant at a cost of around \$250,000.

### Former Miehle Officer Dies

Harry M. Hobbins, 74, retired secretary-treasurer of Miehle Printing Press & Mfg. Co., died June 2, in Alexian Brothers Hospital, Chicago. In addition to his long service with Miehle, he had, from 1903 to 1907, served in the U. S. consular service in Hong Kong. Survivors include two sons, Joseph F. and Richard R. Hobbins.

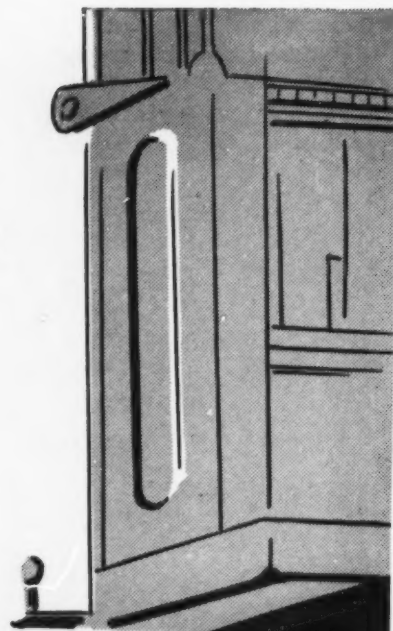
### New Chemical Plant

Neusel Chemicals, manufacturers of lithographic and photographic chemicals recently completed this new plant at 3652 Oakton St., Skokie, Ill., near Chicago. It provides 3300 square feet of space, and contains new equipment. The company also is producing chemicals for surface plates, and copperized processes.





QUALITY FOR THE TRADE



GEVAERT CELEBRATES ITS 60TH YEAR  
SUPPLYING THE WORLD-WIDE MARKET  
OF GRAPHIC ARTS REQUIREMENTS.

#### PANCHROMATIC PLATES

Rapid Process Extra Panchro.  
P2 (Pan), Clear and Matt

#### NON-PANCHROMATIC VARIETIES

Lithaline Ortho Plates (Standard, 130 and 190 Glass)  
Lithaline Ortho Film "2" (.005" Safety Base)  
Lithaline Ortho Film "3" (.003" Safety Base)  
Lithaline Ortho Stripping Film "2" (.005" Safety Base)  
Lithaline Ortho "T" Paper (Translucent Base)  
Process Extra Ortho Plates (Standard, 130, Glass)  
Process Extra Ortho Film (.007" Safety Base)  
Normal Film (.007" Safety Base)

#### THIN BASE FILM FOR MASKING

Contrast "3" (Commercial Type Emulsion)  
Dipos "3" (Dia-Positive Film) Contact and Rapid  
Lithaline Ortho "3"

#### PIGMENT PAPER FOR PHOTOGRAVURE AND SILK SCREEN

N. Normal  
V. Vigorous

For additional information covering these products consult  
your Gevaert dealer, or write to the nearest Gevaert branch.

#### THE GEVAERT COMPANY OF AMERICA, INC.

321 WEST 54TH ST.  
NEW YORK 19, N. Y.

150 N. WACKER DR.  
CHICAGO 6, ILLINOIS

6370 SANTA MONICA BLVD.  
LOS ANGELES 38, CALIFORNIA



### Midwest Assn. Active

Midwest Litho Trade Association met recently at the Como Inn, Chicago, for the regular monthly session, with some 30 members of the new organization in attendance. It was a closed meeting, Lester von Placheki, proprietor of the Von Studio, and press relations officer for the association, stated. The evening, he said, was devoted to a discussion of trade customs and practices of the platemaking industry and the drafting of a proposed set of rules governing the future position of the organization on them.

For the June meeting the platemakers planned a social affair with a dinner and entertainment at the Viking Club in Chicago. It was to be an invitational affair for industry leaders, with a guest list of 100 or more.

### Chicago Guild Elects Yaley

Carl W. Yaley, of Graphic Arts Supply Co., was elected president of the Printers Supplymen's Guild of Chicago for the 1954-55 club year. Gilbert I. Liebenow, Box Print Machinery Co., is the new vice president; Gilbert W. Bassett, Miehle Printing Press & Mfg. Co., secretary, and Louis I. Lewis, of Graphic Arts Pub. Co., treasurer. Jack L. Hagan, Midland Paper Co., retiring president, was made a member of the board of directors, whose other members are Don E. Crews, Sam'l Bingham's Son Mfg. Co.; Byron E. Davis, Ideal Roller Mfg. Co.; R. Ford Bentley, Bentley & Co., and W. C. Smith, Jr., of W. C. Smith & Son. Election was by a mail ballot and the new slate of officers was installed June 4 during the Chicago Guild's golf outing at River Forest Country Club. Recently released by the Chicago Guild is a 20-page booklet containing the organization's by-laws and a brief summary of some of its activities during the forty years since its first meeting on Jan. 8, 1915.

### Rand. McNally Adds Press

Rand-McNally & Co. recently installed another Miehle No. 76, single-color offset press, bringing to six the number of Miehle offset units now

### 100th Stitcher Installed in Ill.

Rosback Auto-Stitcher No. 1000, was installed recently by Chicago Machinery Branch of Western Newspaper Union in Des Plaines Publishing Co., 777 Pearson Street, Des Plaines, Ill. Second from left in photo is Fred Fulle, publisher and owner. Others shown are F. C. Roosevelt, sales manager, F. P. Rosback Co.; E. C. Kehe of W. N. U.; and Gertrude Lindgren, operator of the auto-stitcher.



operated in the new lithographing plant at Skokie, Ill. The list includes two No. 76, 4-colors, two No. 76, 2-colors and a No. 61, 2-color.

### Premier Litho Closes

After almost 35 years in the label manufacturing business, Mathias J. Schnitzius, proprietor of Premier Lithographing Co., Chicago, locked the doors of his plant at 1855 N. Halsted St., for the last time June 1, and voluntarily retired from further activities there.

All plant operations ceased last Jan. 1 and in the intervening months, Mr. Schnitzius and his wife, Mrs. Caroline Schnitzius, have been occupied in disposing of equipment and winding up all pending matters.

Ill health and the advancing years (he's 65) were the reasons for his retirement, Mrs. Schnitzius said shortly before final "quitting time."

Premier Lithographing Co. was founded by Mr. Schnitzius and his brother, Nicholas, soon after the end of World War I, in which Mathias served in the navy and Nicholas in the army. Nicholas passed away in 1950 and, because of physical conditions which frequently incapacitated him for months at a time, his wife explained, it became difficult for Mathias to carry on. Two sons, Mathias, Jr., and George William Schnitzius, came in for a time to help out but, since Jan. 1, both sons have worked elsewhere in the printing field.

Mr. and Mrs. Schnitzius are going

to Florida for a year's rest, she said, and, if conditions then permit, he is hopeful of getting into service again as a lithographic salesman.

### Samuel Heads Ptg. Week

Edward T. Samuel has been named chairman of the 1955 Printing Week in Cleveland. He has appointed Francis Howe of the S. D. Warren Co. as co-chairman. Mr. Samuel is owner of Edw. T. Samuels Printers, 1459-61 Lakeside Avenue. He is a member of The Litho Club of Cleveland, and the Cleveland Club of Printing House Craftsmen.

A Craftsman since 1927, Edward T. Samuel served as educational chairman, vice president, president, secretary, and for five years as treasurer of the International Association.

### Opens Cleveland Shop

Wayne L. Gaspar has opened a trade shop at 1051 Power Ave., Cleveland, known as Wayne Litho Co.

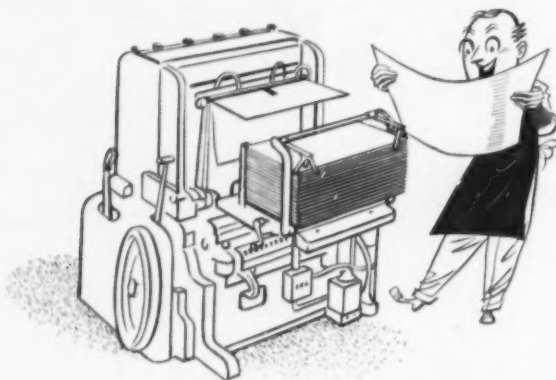
Wayne served his apprenticeship with Copifyer Corp., and for the past 10 years was superintendent with the R. E. May Co. platemakers.

### Packaging Exhibition Planned

Many industry members are expected to attend the Ninth Annual National Industrial Packaging and Materials Handling Exposition at the Chicago Coliseum, Sept. 28-30. The Society of Industrial Packaging and Materials Handling Engineers is sponsoring the show.

## PRINTS WELL

*... because it has a beautifully smooth surface, is genuinely watermarked, and is precision cut.*



# HAMILTON BOND

**LIES FLAT, FEEDS WELL** ... because it is pre-conditioned and moisture-proof wrapped at the mill.

**CRISP, TRUE BOND SURFACE** ... prints cleanly, clearly, evenly, without a trace of linting or fuzziness.

**IS UNIFORM IN QUALITY** ... because its pulps are blended *right* from the start, and constant testing keeps every sheet up to snuff.

**IS MADE WITH PURE SPRING WATER** ... and a paper is only as good as the water it's made with.

*White in 4 weights—11 colors in 3 weights*

**FREE! IDEAS YOU CAN USE TO SELL MORE LETTERHEADS...**  
Hamilton's Letterhead Style Book is filled with ideas about how to create distinguished letterheads with everyday type faces and common type ornaments. Write for free copy.

**HAMILTON BUSINESS PAPERS** include Hamilton Bond, Hamilton Bond Script, Hamilton Ledger, Hamilton Mimeo Bond, Hamilton Duplicator, Hamilton Vellum, Hamilton Offset.

**HAMILTON TEXT AND COVER PAPERS** offer interesting, colorful backgrounds for distinctive advertising literature. Unusual surfaces and exciting colors galore! See gay new Carousel—a beautiful paper.



**W. C. HAMILTON & SONS** • Miquon, Pa.  
Offices in New York. Chicago, Los Angeles

### Leahy Heads Craftsmen

William J. Leahy, vice president-sales, Wild & Stevens, Inc., Newton Upper Falls, Mass., and president, Widens, Inc., Newton Upper Falls, Mass., a subsidiary, was elected and installed as president of the Boston Club of Printing House Craftsmen at the annual meeting, Hotel Shelton, Boston, recently. Mr. Leahy succeeds Harry M. Faunce, The Rumford Press, Boston. There were 151 in attendance at the meeting.

### Buck Printing Appoints

Hamilton G. Reilly, vice president, and director of Technical Publications Division, of Buck Printing Company, offset, letterpress, silk screen printers, Boston, recently was appointed sales manager. He is a son of Russell G. Reilly, company treasurer.

In 1934 the younger Mr. Reilly joined Buck Printing Company's sales staff.

In the new post he succeeds John A. Bogart, Jr., who transferred to Forbes Lithograph Mfg. Co., Chelsea, Mass., in a similar post.

### New Engl. Firms Add Presses

Willard K. Joyce, New England manager, Miehle Printing Press & Mfg. Co., Boston, recently announced the following installations of offset equipment: Two Miehle #29 offset presses at Recording & Statistical Corp., Boston; one Miehle #29 offset, Bordeaux Company, West Springfield, Mass.; and one Miehle #29 offset at Excelsior Printing Co., North Adams, Mass.

### Ogden Appointed

Guy G. Ogden has been appointed superintendent of the Rochester, N. Y., printing division of the Todd Co., Inc., A. Richard Todd, executive vice president, announced last month. Mr. Ogden succeeds the late Joseph L. Connell.

### Forbes Names Bogart

John A. Bogart, Jr., recently was named sales promotion and advertising manager of Forbes Lithograph Mfg. Co., Boston.



### Heads Rust Craft

At a recent meeting of the board of directors of Rust Craft Greeting Cards, Rust Craft Publishers, Boston, Donald E. Rust, president and co-founder, was elected chairman of the board, and Wrightson Christopher, (above) formerly vice president and general manager, was elected president. He retains the post of general manager.

Elected vice presidents were Frank R. Shaw, Eastern Division Sales Manager; Wyman S. Randall, Western Division Sales Manager; and William Havican, Art Director.

### Moore in New Plant

Moore Business Forms, Inc., has opened its new preliminary plant at 3255 Lockport Rd., here, Niagara Falls, N. Y. Employees of the art, composing and proof departments of the company's Buffalo and Highland Aves. plants, have reported to the new building. Other workers of the lithographic, engraving and stereotype departments will follow later. As soon as the plant gets into full production, approximately 230 employees will be working in the new building, according to general superintendent George E. Ursprung.

### Forms R. I. Firm

Cuddy Lithograph Co. has been organized at Venturi Ave. and Belhows St., Providence, R. I., by Walter M. Cuddy. Mr. Cuddy was formerly a partner in the Cuddy-Zipser Lithograph Co., that city, which now is Color Craft, Inc.

### New Engl. Firms Add Cutters

The Murray Printing Co., Wakefield, Mass., recently added a Lawson three-knife trimmer to its facilities. The Lane Press, Burlington, Vt., put in a Lawson 46" cutter.

### Syracuse Co. in New Plant

Homer Martin Associates, Inc., has announced plans to move to a new printing plant at 123 Larned St., Syracuse, N. Y. The firm has been located in the Industrial Building in Syracuse for several years.

The new steel frame and block building will have 10,000 square feet of floor space. Its open floor plan construction will enable flowline production of printing and packaging integrated with design service.

Homer S. Martin said the facilities will provide offset lithography, letterpress, folding and setup cartons and graphic art design.

### To Develop Linofilm Applications

Herbert O'Sullivan, a printer and typographic specialist, has been placed in charge of Linofilm applications, it has been announced by the Mergenthaler Linotype Co., Brooklyn. Linofilm is the company's new photo-typesetting machine.

O'Sullivan, a New Yorker with an extensive background in the graphic arts, was production manager at the Gilcar Corporation, a firm which specialized in photo-typography. Prior to this he was a foreman at Kurt H. Volk, Inc., New York typographic house with which he was associated for ten years.

### Goldman Names SM

Promotion of Norman H. Kreisman to the position of sales manager was announced in June by Isaac Goldmann Company, Inc., New York printers and lithographers.

Mr. Kreisman attended both Harvard and the Massachusetts Institute of Technology, receiving degrees from the latter in Business and Engineering Administration and General Engineering. He is a graduate of Technical Trade School, Pressmen's Home, Tennessee.

### Contino Joins Multi-Color

Leo Contino has joined Multi-Color Lithographers, Newark, Div. of Alfred Allen Watts Co., Inc., as production manager. He was formerly associated with David Weil Sons' Lithographing Co. and Columbia Lithographing Co., Inc.

### Chicago Craftsmen Elect Sluka

The Chicago Club of Printing House Craftsmen, at their annual business meeting, June 15, elected Steve Sluka president for the 1954-55 term. Mr. Sluka is an executive of the Vogue-Wright Studios, advertising photographers. He served the club as first vice president last year and succeeds Floyd Larson, publication and printing officer of the U. S. Navy's printing plant at Great Lakes, Ill.

Harold E. Sanger, printing instruc-

tor at Marshall High School of the public school system, was advanced from 2nd to 1st vice president and Lowell Dummer, partner in Bruce Offset Co., was chosen 2nd vice president. Ed Egan, 20th Century Press, a combination plant, is the new treasurer; Frank Swanberg, director of photography for Spiegel, Inc., mail order firm, is the new financial secretary and Robert McKeighan, Columbia Printing Co., new recording secretary.

The Chicago Club topped its goal

of 1,000 members by June 15, Mr. Sluka said. Final audit of the list, he said, may show a total membership of close to 1,100. Among the latest class inducted were the following:

Arthur C. Mayer, Northwest Lithographing Co.; Lawrence Miller, Shattock & McKay; Steven J. Pavlik, Magill-Weinsheimer Co.; Harry L. Schrader, Inland Press; Ralph W. Wheeler, Central Envelope & Lithograph Co.; Jos. T. Socko, W. H. Wilton Co.; Ray Lusk, Jahn & Ollier Engraving Co.; E. B. Scoglund, Harris-Seybold Co.; George Cirese, Sleight Metallic Ink Co., Frank E. Hubbard and Harold M. Miller, Chas. Eneu Johnson Co. Frank J. Toton of Sovereign-Marmel Printing & Lithographing Co., San Francisco, also transferred his membership to the Chicago club.

### Paper Box Assn. Sets Research

The folding Paper Box Association of America has announced signing of a contract with Lehigh University, Bethlehem, Pa., for a research project covering applied and fundamental studies pertaining to the measurement of printability of boxboard used in fabrication of folding boxes.

Wm. H. Walters, head of U. S. Printing & Lithograph Co., and president of the Folding Paper Box Association, has appointed a special task committee to direct the project for the organization. Members include F. D. Long, Container Corp. of America, Chicago, as chairman; Gordon Dalsemer, Lord Baltimore Press, Inc., Baltimore; and W. W. Fitzhugh, Jr., Wm. W. Fitzhugh, Inc., Brooklyn. Serving also as ex-officio member will be Martin Galbraith, Sutherland Paper Co., Kalamazoo, Mich., who is chairman of the association's research and technical committee.

Dr. A. C. Zettlemoyer, professor of physical chemistry at Lehigh, will direct the work, assisted by Dr. Wm. C. Walker. Both these scientists have for several years carried on printability studies for the nation's leading manufacturers of printing inks, whose National Printing Ink Research Institute is at Lehigh University.



## LIKE MAGIC

... that's just how easy it is to get all your engraving and offset supplies from Bridgeport. Write, wire or phone and just like the magician's bunny, your shipment will appear. It's just a part of BESCO Service!



BOSTON: 453 Atlantic Ave. • CLEVELAND: 1051 Power Ave.  
NEW YORK: 525 W. 33 St. • CHICAGO: 900 N. Franklin St.

BRIDGEPORT ENGRAVERS SUPPLY CO.  
BRIDGEPORT 2, CONNECTICUT

#### Uses Offset for Letterheads

Woodbury & Co., 75-year-old stationery printers of Worcester, Mass., rely on offset to supplement their gravure letterhead lines, according to Harold Wade, midwest representative, who was interviewed at the National Sales Executives convention in Chicago early in June. For production of letterheads used by top executives, the gravure process is used, he said, but where mass mailings are involved, the gravure job is converted to the offset operation. For this offset work the name "Rotograph" has been coined. On a 1-color offset job in large quantities, Mr. Wade said, the price per thousand is cut nearly one-half below the figure for the other process. Among samples exhibited were many 2- and 3-color jobs. Forty gravure presses are operated and three offset presses handle the offset orders, he stated. President of the firm is Harold M. Woodbury, representing the third generation of the family which has owned the firm since its establishment. A fourth generation Woodbury has also recently started to learn the business.

#### Ketterlinus Chicago Mgr. Dies

Mathew G. Becker, vice president of the Ketterlinus Lithographic Mfg. Co., died June 9, in a Hinsdale, Ill., hospital. He was 68 years old and for many years was in charge of the company's Chicago sales office.

Mr. Becker, associated with the firm since 1906, and a vice president since 1927, was located in the Chicago office of the company during his business career. He was prominent in the development and application of lithography and printing in advertising. Interested in trade marks, he was responsible for the now famous original Kellogg's "Sweetheart of Corn," the John Morrell & Company "Mr. Ham" figure, and many others.

#### Camera Firm Moves

Modi-Graphic, Inc., Cincinnati, has moved to 215 East Ninth St., where double the floor space formerly occupied is available, to permit floor displays of the camera equipment manufactured by the firm.

#### C. J. Reinhard Dies

A representative of U. S. Printing and Lithograph Co. for 40 years died last month. He was Clarence J. Reinhard, who died at his home in Pittsburgh.

#### Wm. H. Blencee Dies

William H. Blencee, former superintendent of production for Globe Poster Co., Chicago, died June 11 after a brief illness. Mr. Blencee, who was 70 years old, had been a

producer of circus posters since the 1890's and was a close friend of the Ringling circus family. His widow and a son, Howard, survive.

#### C. A. Rowe Dies

Clyde Alfred Rowe, retired plant superintendent for Greiner-Fifield Lithographing Co., died recently in Kansas City. He had been superintendent at the Kansas City plant from 1940 until he retired in 1953, moving to Florida.

## WORD HAS GOTTEN AROUND



# ALL EYES ARE ON the *New* ENCO POSITIVE-WORKING PRE-SENSITIZED ALUMINUM OFFSET PLATES

*They're new... They're the first in America... They're easy to process... They save time and money*

#### USE THEM

... Wherever film positives are available (as an alternate to deep etch plates). For high speed direct reproduction from any transparent original such as an engineering drawing.

#### OBTAIN

... Top printing quality — fine line or half-tone.

Substantial press runs • Fast processing  
Exposure to press in 5 minutes or less

*For complete information fill out and mail coupon below*

### USE THIS COUPON

## azoplate

SUMMIT, NEW JERSEY  
An Engelhard Industry

Producers of Paper laminated acetate and  
aluminum pre-sensitized offset plates.

AZOPLATE CORP., SUMMIT, NEW JERSEY

Gentlemen: Please send us complete data on:

- ☐ ENCO Pre-sensitized Positive aluminum plates
  - ☐ ENCO Pre-sensitized Negative aluminum plates
  - ☐ ENCO Pre-sensitized Acetate offset plates
- for \_\_\_\_\_ size press.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

## Chicago Union Plans Building, School Will Move

**P**LANs are progressing rapidly for the new building which Chicago Local No. 4, Amalgamated Lithographers of America, will erect in that city, it was announced last month by George A. Canary, president of Local 4. It is hoped, he said, that construction can be started by September, with completion set for next summer. The building, to be located at the southwest corner of Ashland Avenue and Adams Street,

will have two stories and basement at the start, with foundations designed for carrying additional stories as the need for them develops in the future. Cost of the project, Mr. Canary said, will be \$250,000.

A portion of the new building, it was learned, will be occupied under lease by the Chicago Lithographic Institute, the cooperative apprentice training school jointly operated by Chicago lithographers and the union.

Relations between the union and the Institute will, however, be strictly those of landlord and tenant, Al Brown, general manager of the Institute stated.

Present quarters of the Institute at Glessner House, 1800 Prairie Ave., are expected to be disposed of within a year, by the owners, Illinois Institute of Technology and Armour Research Foundation, so that the school would eventually have to move, Mr. Brown said.

The Institute will occupy the west portion of the ground floor in the union building, completely separate from the union offices and with its own private entrance on Adams Street.

Mr. Brown emphasized that the school will continue at Glessner House for at least another full year, from the opening of the next term in September until June, 1955. Transfer to the Adams Street address will not, in fact, cannot be made before the autumn of 1955, he said.

The new quarters will permit a more orderly arrangement of classrooms, he pointed out. It will be more accessible by public transportation and the environment will be much more attractive than around Glessner House. The site is also practically in the center of the area where most of Chicago's largest lithographing plants are found.



**REDUCE  
CLEAN-UP  
TIME . . .**

**DBA** with  
**KWIK  
KLEEN**  
OFFSET BLANKET  
CLEANER

This amazing blanket conditioner and cleaner has been tested in 14 printing plants . . . over a period of 4 years. These tests have proven that DBA KWIK-KLEEN does the job better in a minimum of time and at lower cost.

### • QUICK, POWERFUL CLEANING ACTION

DBA cuts dried ink and varnish quickly and completely with no hard rubbing or scrubbing. One solution that enables changing from deep inks to pastels without delay. DBA KWIK-KLEEN is also effective on special, quick-drying inks.

### • RAPID EVAPORATION

Cut press down-time to a minimum. . . DBA KWIK-KLEEN evaporates instantly. No penetration of the blanket surface that takes long to dry. DBA's fast action cuts blanket cleaning time for greater labor economy.

### • LONGER BLANKET LIFE

DBA KWIK-KLEEN is compounded to provide users the advantages of good care. It quickly restores the natural color to the blankets, does not cause swelling or over-dryness and will not leave any harmful residue. DBA actually conditions blankets for longer useful life.

DBA KWIK-KLEEN IS LISTED BY UNDERWRITERS' LABORATORIES, Inc., and classified as to fire hazard.



WRITE TODAY FOR LITERATURE AND PRICES  
Dealer inquiries invited

**DBA** **PRODUCTS CO., INC.**  
DEERFIELD, ILLINOIS

## Craftsman Officer Dies

Robert O. Anderson, 53, co-owner of Art Bookbinders, and secretary of the Houston Club of Printing House Craftsmen, died suddenly last month. He entered the bookbinding trade at the age of 15, and at one time was president of Local 110, International Bookbinders. He also was treasurer and one of the organizers of the Southwest Graphic Arts Exposition being held in Houston July 3-11.

## H. W. Hardy Dies

The art director of Forbes Lithograph Manufacturing Co., Horace W. Hardy, died suddenly June 7 at his home in Scarsdale, N. Y. He had worked for the New York office of Forbes.

### Wins Mercury in Plate Contest

C. E. Kreutz, (right) western sales manager for Minnesota Mining and Mfg. Co., St. Paul, Minn., awards the keys of a 1954 Mercury automobile to R. V. Strickler, Pasadena, Calif. Mr. Strickler won the first place prize in a national offset plate contest sponsored by the 3M company. Watching the winner receive his award are R. W. Brown, 3M salesman, left, and C. R. Billings, Davidson Co., '3M' distributors.



### Ewing Wins L. A. Bowling

The Ewing Printing Co., headed by Robert Ewing, won the team and perpetual trophies in the recent Los Angeles PIA bowling league contest. President Peter S. Fry of the PIA, whose member companies sponsored the 16 teams, presented the awards, including the high average trophy to Paul Rasure on behalf of the Charles R. Hadley Co. Bert Walkers of Parker & Co. has been elected president of the bowling league, succeeding Al Stanford of Photo Litho Supply Co. Glen O'Gara of Ewing Printing Co. was named vice president and Bill Gibson of Charles R. Hadley Co. is the new secretary-treasurer.

### Costs Decline Slightly

Costs were lower in three of the eight principal offset operations in Los Angeles plants in the first 1954 quarter as compared with those for the preceding 12 months, according to a PIA report just out. At the same time, only one of the 10 main classifications in letterpress was below the figures for the preceding year. The figures embrace all-inclusive hour costs, which involve the sum total of all costs, including labor, depreciation, rent, utilities, administrative and selling expenses, insurance, taxes, operating supplies, repairs and maintenance, and spoilage.

Following are the offset operations, with the first-quarter average rates followed by the 12-month average cost in parentheses:

Negative preparation, \$9.67 (\$9.88); Camera, \$10.67 (\$10.68); 10x15 Multilith, \$6.26 (\$6.30); Vac-

uum frame, \$9.63 (\$9.59); 14x20 1-color, \$8.83 (\$8.88); 17x22 1-color, \$10.45 (\$10.40); 22x29 1-color, \$11.90 (\$12.17); 22x34 1-color, (\$18.11).

Bindery costs were reduced in five of the seven main categories, as follows: Bindery A (men's hand machines) \$7.24 (\$7.34); Bindery C (Girls' small machines) \$5.00 (\$4.93); Bindery D (girls' hand work) \$3.83 (\$3.82); Cutters, 30 inches and larger, \$6.52 (\$6.57); Folder to 30 inches, \$6.01 (\$6.16); Folder to 40

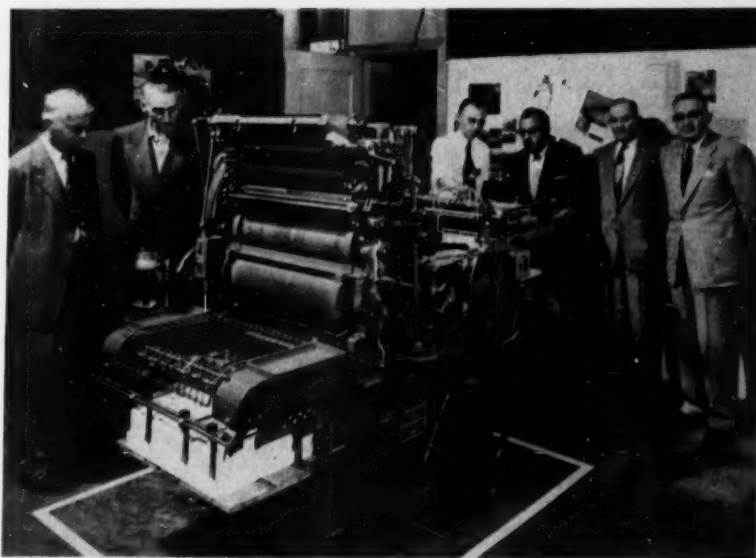
inches, 7.50 (\$7.93); Gang Stitcher, \$6.55 (\$6.69).

### L. A. Promotes Apprenticeship

Organization of a council to encourage formation of apprenticeship programs in the Los Angeles metropolitan area is proceeding as the result of a meeting of representatives of the 92 committees from industries fostering sponsorship jointly with the schools, unions, State Department of Labor, and management. The group included 20 representatives of management as well as 50 envoys from other segments of the program. The importance of training and the benefits and opportunities to be derived from developing more apprenticeships were stressed in the discussions.

### Plan Western Show

Time, cost, safety, the underlying problems of packaging and materials handling methods, will be emphasized in the exhibitions at the Fifth Western Packaging and Materials Handling Exposition to be held at the San Francisco Civic Auditorium on August 17, 18, 19.



### Demonstrate Press in Portland

American Type Founders demonstrated the new Chief 24 offset press to printers and lithographers recently in Portland, Oregon, at offices of Carter-Rice Paper Company. Pictured above, from left to right, are Jas. W. Murphy, president Carter-Rice; R. D. Wolfe, J. K. Gill Co.; Verne Winzenried, ATF service department; Fred Hallwyler, Hallwyler Printing Co.; A. L. Chadwick,

ATF sales representative; Walter Gerving, Carter-Rice sales manager. The press was purchased by Bebe-Hibbitt Co., Inc., 207 NW Park Ave., Portland, and installed following the display. The firm operates several offset presses and has been in the lithographing business for several years. Chief 24 takes a maximum sheet of 17 3/4 x 24 1/2 inches.

#### Equipment Installed in N.W.

A 19-inch Nygren-Dahly slot rotary perforator has been installed by Goldendale, Wash., *Sentinel*, by Harry Hill Co., Portland.

George A. Fetsch & Associates recently installed the following equipment: Rosback 202 auto-stitcher, and Aceme-Morrison N3A at Shelton, Turnbull, Fuller, Eugene, Ore.; J. C. Mendes "Tippy" guide snapout machine, Guide Printing Co., Klamath Falls, Ore.; Tipmaster, Cascade Printing Co., Corvallis, Ore.; Tipmaster, Smith-Bates Printing Co., Klamath Falls, Ore.; Hammond Easy-Koster, Central Point (Ore.) *American*; Hammond Easy-Koster & Morrison saw, Issaquah, Wash.; Chandler & Price paper cutter at Adhesa Mfg. Co., Seattle, Wash.

#### Honor L. A. Craftsmen

More than 150 printers and lithographers were presented with certificates of craftsmanship at the third annual awards meeting in June of the Los Angeles Master Printers Section of PIA. John H. Doesburg Jr.,

#### First No. 49 On Coast

The first Miehle #49 two-color offset press to be installed in a commercial plant on the Pacific Coast now is in operation at Standard Lithograph Co., 909 S. Westmoreland Avenue, Los Angeles.

The new press joins an equipment line-up at Standard which includes 22 x 29 and 22 x 34 press sizes.

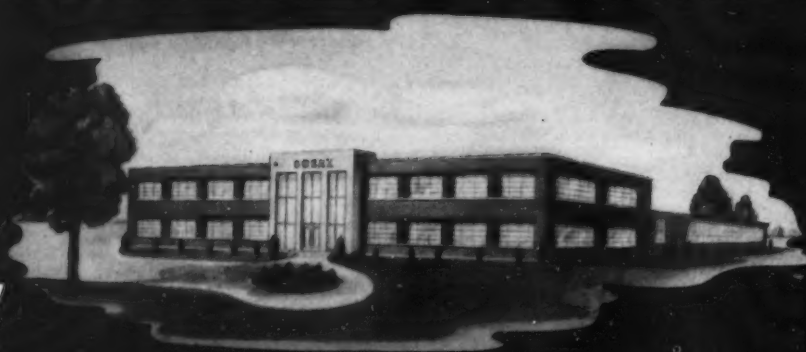
Pictured at the new installation are (L. to R.) Jack Wright, who recently joined the company as superintendent; Leo Quick, partner; Lyle Hoffman, sales manager; and Helen and Lawrence Owen, partners. The company recently observed its 31st anniversary.



secretary of the National MPS, made the presentations, and William Gutwein, printing management consultant, of Louisville, Ky., spoke on "Importance of the Certificate of Craftsmanship Program." Phil Ellsworth, chairman of the Los Angeles MPS, explained that the certificates

are awarded in recognition of high standards of individual craftsmanship. Those named were nominated by their supervisors or management and then survived a thorough work experience analysis by a local screening committee and by the certificate and reviewing committees.

*Thanks...*  
*to the*  
**GRAPHIC ARTS!**



Response to the new GOERZ Red Dot Artar Photo Lens has been so overwhelming—in addition to the continued demand for our other lenses—that larger and more modern production facilities became imperative.

Serving you from our new headquarters at Inwood, L. I., New York, will enable us to continue to provide the craftsmanship and high quality production that has always been associated with the name GOERZ!



**C. P. GOERZ AMERICAN OPTICAL COMPANY**

*Office and Factory*

**DOUGHTY BLVD., INWOOD, L. I. 96, NEW YORK**

### Charter 100th Club

The 100th Club of Printing House Craftsmen was chartered recently as the San Joaquin Valley Club in California. Shown at charter ceremonies recently are, L. to R.: Ward Williams, vice president of the club; International president Howard King; Floyd Swank, club president, and Wayne McComas, secretary-treasurer.



### S. F. Unions Seek Raise

Employing Printers Association of San Francisco is currently in the midst of contract negotiations with San Francisco Typographical Union No. 21, Bookbinders Union No. 31-125, and Printing Pressmen's Union No. 24.

Contract changes requested by the unions all follow the same pattern. Employers' offers, if any, were not revealed. Union demands include: \$5.75 weekly increase for journeymen; reduction in hours from 37½ to 35 hours on the day and swing shifts and to 30 hours on the midnight shift and including a 10% differential for night work; a 6% payment into the vacation fund to provide for approximately three weeks annual vacation instead of two (the Typographical Union already has such an agreement for 5-year employees); two weeks sick leave pay for each year of employment up to a maximum of 10 weeks; and, changes in the overtime rates from time-and-a-half to double time for the first three hours, two-and-a-half times straight time for the next four hours, and triple time thereafter.

Other demands include an additional paid holiday on Armistice Day and a proposal that employees be paid for all time off while serving on juries.

In addition, the Bookbinders have requested that pay for all women employees be computed at the rate of 60% of the pay for men. The Los Angeles union has had such an agreement for several years, while women in the San Francisco union have been receiving approximately 53% of the scale for men.

### L. A. Women Install

Officers of the Women's Graphic Arts Club of Los Angeles were installed at the June dinner meeting by George Rice III of George Rice & Sons, and Phil Ellsworth of Charles R. Hadley Co. The new officers are Sue Carol, Charles R. Hadley Co., president; Betty Jane Hart, Hart Bindery, vice president; Laura Lukens, Todd Bank Printing, recording secretary; Peg Downey, Stationers Corp., corresponding secretary, and



### Hold Demonstrations on Coast

The May meeting of the Litho Forum, sponsored by the San Francisco Club of Printing House Craftsmen, was held at the Miehle Printing Press & Mfg. Co. office and display rooms located at 235 Ninth St. Harold Iverson, manager of Miehle's San Francisco office, demonstrated the Miehle No. 29 offset press. Its operation was explained in detail, and an open discussion, with questions and answers followed.

Before demonstrating the press, Mr. Iverson described new features now being incorporated into the various models and sizes of offset presses, beginning with the newly introduced Miehle No. 17 Lithoprint on through the No. 76 four- and five-color machines.

In closing the meeting, Karl Hoffman, second vice president of the San Francisco

Philis Hauser, Parker Aircraft, treasurer. The board of directors is composed of Clarchen (CQ) Stanley, Lithographers Plate Service; Ann Segal, George Rice & Sons; Helen McMillan, Bekins Van & Storage; Frances Quick, Standard Lithograph.

### Seattle Assn. Elects Hagg

At the annual meeting of the Printing Industry of Seattle, held recently at the Washington Athletic Club, the following officers and directors were elected: Bert Hagg was elected president; Perry M. Acker, vice-president; and Claude Pettibone, Jr., secretary-treasurer. Directors elected for two years are: George Bayless, Charles L. Bushell, Edwin E. Spaulding, George Bovik, Jr., immediate past president automatically became a director. Directors who have a year remaining of their terms are: R. Mort Frayn, R. B. Renny and Roy G. Rosenthal.

Craftsmen, expressed the appreciation of the club and the litho forum for the demonstration.

The Miehle Co. has just announced the opening of an offset clinic at their showroom in Los Angeles. Classes are being conducted on a regular basis by trained Miehle offset men, and they are planned to assist all pressmen in developing better lithographic techniques, with emphasis on the operation of the Miehle No. 29 offset press. Charles E. Wortman, assistant manager of Miehle's Los Angeles office, indicated that the company realized the need for this type of program, and that plans were being made to open similar clinics in other cities.

Ted Brandt, president of Local No. 22, Amalgamated Lithographers of America, has cooperated extensively in organizing the program, the company said.

## Magill-Weinsheimer Building New Plant

**M**AGILL-WEINSHEIMER CO., Chicago printers and lithographers, broke ground June 22 for a new \$1,250,000 plant at Touhy and Kilbourn Avenues in Lincolnwood, a northwest Chicago suburb.

The one-story building of modern factory design will contain 126,000 sq. ft. of space for manufacturing and office use. This represents almost 50,000 sq. ft. of working space more than available at the present quarters, Ray Gardner, superintendent, said. It will be air conditioned throughout and there will be a cafeteria for employees. Standing on a full city block, there will be ample parking space and an employee recreation area.

Some \$350,000 will be expended for new equipment, including a Miehle No. 76, 2-color sheet fed rotary press, a Miehle, 56-inch flat bed, a new 78-inch varnishing machine and other facilities to be selected later.

Among those participating in the ground breaking ceremonies were A. J. Weinsheimer, chairman of the board, Harry J. Leahy, president,

Henry J. Proesel, mayor of Lincolnwood, George Bushnell, vice president, American National Bank & Trust Co., and Robert F. Wagner of Prudential Life Ins. Co. of America.

Founded in 1907, Magill-Weinsheimer Co. has occupied a 10-story building at 1322 E. Wabash Ave., also two adjacent 3- and 2-story buildings. Over the past year considerable new equipment was installed and layouts rearranged to improve efficiency and reduce operating costs. Eventually it was decided, Mr. Gardner said, that the only real solution to the expensive operating problem was a one-level plant where straight-line production would be possible. The move, he estimated, will reduce annual operating costs by several thousand dollars, as well as improve operating efficiency.

Purchase of the land was completed three months ago, although the site had been held under option for a much longer time. Completion of the new plant is scheduled for March, 1955, when all operations will be transferred from the Wabash Avenue quarters.

## Wallace Glover Passes

Wallace A. Glover, 43, salesman in New York for Polygraphic Co. of America, died of a heart attack at 45th St. and Third Ave., June 21. Mr. Glover was a vice president of the Young Lithographers Assn. of New York, and a member of the board of the New York Litho Club. He was with National Process Co. in New York for many years.

He was born in Hamilton, Ont., and was graduated from McMaster University there. Survivors include his widow, two sons and a daughter.

## Web Offset Group Meets

Technical problems and possible solutions were on the agenda for a scheduled meeting of the Web Offset Section of the Printing Industry of America, which was to meet July 8-9 at the Sheraton Hotel, Chicago.

No formal speeches were scheduled to be given at the section; instead,

emphasis was to be placed on the analysis of problems. The group reported that the first professional conference of the section, "yielded actual dollars and cents benefit to persons attending the discussions."

## Plans Coast Building

Gehling Printing & Lithographing Co. has announced plans for a new building at 3543 E. Gage Ave., Bell, Calif. The company now is located at 3062 Randolph St., Huntington Park.

## Everett Waddey Jr. Dies

Everett Waddey Jr., 69, retired vice president of Everett Waddey Co., New York lithographers, died June 27 in a Richmond, Va. hospital. The son of the company founder, Mr. Waddey had joined the firm as a young man.

## Poughkeepsie Strike Settled

The 19-weeks-old strike at the Poughkeepsie, New York, plant of Western Printing and Lithographic Co. was settled as ML went to press, with the striking union accepting a settlement on terms first proposed by the company May 22.

Immediately after the settlement was announced June 26 in a joint statement from management and Local 52, Amalgamated Lithographers, CIO, many of the striking workers applied to return to work. Within a few days a majority of the 120 striking employees had applied. Western said it ultimately expected to reinstate the "larger proportion" of the workers.

Under terms of the May 22 "package" offer made by the company, Western did not agree to union shop conditions previously demanded by the union but did agree to a maintenance of membership clause.

Voting of the striking workers was 91 for return to work and 15 opposed, according to a statement from international union representatives from the Midwest. The union representatives were Martin Grayson, vice president of the Midwestern region of Amalgamated, Tulsa, Okla. and Gus Petrakis, representative from Racine, Wis. Sol A. Herzog labor relations counsel to Western Printing joined with the union officials in announcing the settlement.

Mr. Herzog asserted that "the union could have had a better deal insofar as it was concerned three months ago." He added that at one time the company had agreed to a shorter work week than the 36¼ hours of the final contract.

The settlement provides for a three-year contract with general wage increases as follows: journeymen, lithographic division employees, 10 cents per hour first year, five cents, second year and five cents, third year; general workers including helpers, five cents, first year, five cents, second year and five cents, third year. Cost of living adjustments, an additional paid holiday and three weeks' vacation after 10 years employment were other points.

### Haynes Advances Four, Expands

In an expansion program designed to make it one of the largest and most modern lithographic plants in the Middle Atlantic area, Haynes Lithographic Co., Silver Springs, Md., has appointed four new officials and added three new offset presses.

Kenneth B. Haynes, president, has just announced the following additions to the firm's executive staff: Charles W. Cook, vice-president, in charge of plant operations; James E. Murray, vice-president, in charge of production; Samuel Hudson, vice-president, in charge of sales in the Washington and Philadelphia division; and Norman Zimmerman, vice-president, in charge of sales in the New York and New England division.

Recently, Haynes installed two 2-color and one 4-color 76" Harris offset presses. These, combined with the company's rotary web presses and its streamlined bindery and mailing departments, make it the largest and one of the most modern commercial and publication offset printing plants south of New York, the announcement states.

"Haynes' growth has been as phenomenal as Silver Spring's, the city in which it is located, which in the last ten years has become the second largest city in Maryland," according to the announcement. The Company started business 18 years ago in a small site in downtown Washington. In 1944 it constructed its present plant at 1140 East-West Highway, a main artery just north of the District of Columbia boundary line. The building contains 72,000 square feet of floor space, and has complete air and humidity controls. Its staff numbers 250 people.

### Ware Named Director

Joel B. Ware, a printing and publishing consultant, has been appointed deputy director of the Forest Products Division, Business and Defense Services Administration, U. S. Department of Commerce. Mr. Ware fills a vacancy created by the death of Merrill Lord.

The new appointee had been a top officer in Crowell-Collier Publishing Co., W. B. Conkey Co., Hammond,

Ind.; Rand-McNally, and Wilson-Jones Co., before retiring to become a consultant in the industry.



### Miller Appoints Edwards

D. E. Edwards (above) has been appointed vice president and controller of Miller Printing Machinery Co., Pittsburgh, R. B. Tullis, president, announced in June. Mr. Edwards will assist in the management of and be responsible for the operation of the Miller European subsidiaries.

### GPO Absorbs Wage Rise

Public Printer Raymond Blattenberger on June 2 notified heads of government agencies that there will be no increase in printing charges at the Government Printing Office as a result of higher wage grants recently approved by craft employees. New hourly rates have been established for several of the printing trades and some others are still pending. The hourly rates at the GPO are based on those paid by commercial printing plants and, in the past, wage increases always have been accompanied by an upward revision of the scale of prices for public printing and binding produced at the GPO, Mr. Blattenberger stated.

The total cost of new wage grants may reach \$400,000 to \$450,000 a year, Mr. Blattenberger said, but he explained that overhead costs have been reduced through more efficient and economical methods and procedures, which will make it possible to absorb the higher wages and keep charges at present levels.

In February of this year the Pub-

lic Printer announced a five percent reduction in cost, the first cut in printing charges in 20 years. This action closely followed the return in December, 1953, of five million dollars in cash to the federal treasury as the office's contribution to the overall economy program of the president.

### Blair Joins Sun Supply

Richard T. Blair has been appointed to represent Sun Supply Corp., division of Sun Chemical Corp., in Washington, D. C., Maryland and Virginia. He will specialize in sales of lithographic supplies to government and commercial accounts.

Formerly sales manager of James E. O'Donnell Co., Washington, D. C., Mr. Blair is a reserve lieutenant, a veteran of World War II, and a member of the Washington Litho Club. He is a graduate of the University of Arkansas.

### Eastern Companies Add Machines

Several lithographers and printers in the East recently added E. P. Lawson Co. bindery equipment, the company announced last month. Kirby Lithographic Co., Washington, added a 52" cutter. Eastern Tablet Co., Albany, installed a 52" cutter. Multiple head drills were put in by The Maqua Co., Schenectady (two machines); Alfred Allen Watts Co., Belleville, N. J., and Utica Printing Service, Utica, N. Y. A three-knife trimmer was added by Scranton Lithographing Co., Scranton, Pa.

### Phila. Outing Held

Joseph E. Hickey, of Lithographic Service Co., Philadelphia, was chairman of the arrangements committee for the Annual Outing, May 24, of Printing Industries of Philadelphia, Inc. The event was held at the Cedarbrook Country Club.

Bob Gibson, of the Crescent Ink and Color Co., won the Printing Industries Golf Trophy. Charles Grumblin, of Lithographic Service Co., was first in the putting contest. Kent Irving, of Aatell & Jones Co., Inc., was first in the dart throwing contest.

#### Phila. Assn. Elects Matlack

Joseph F. Matlack, vice president of Edward Stern & Co., Inc., has been elected president of Printing Industries of Philadelphia, Inc. He is the 34th president in the 66-year-history of the association.

Arthur H. Kinsley, of George H. Buchanan Co., was named first vice president; and William Grayder, of Excelsior Bindery, second vice president.

J. Wallace Scott, Jr., of Allen, Lane & Scott, past-president of PIP, was

elected treasurer; and George H. Braceland, of Braceland Bros., Inc., recording secretary.

Joseph E. Hickey and J. Edwin Schwarz were elected to the board of directors, representing the Lithographers Division.

#### Minor to Philadelphia

The appointment of Robert H. Minor as a sales representative has been announced by Bert Hefter, vice-president and general sales manager of Milprint, Inc., Milwaukee. For

the past year, Mr. Minor has been working in the lithography sales department of the Milprint Milwaukee office. He will work out of the Milprint Philadelphia office, specializing in lithography sales.

#### Seeburger Heads Craftsmen

Harry Seeburger, of Arndt, Preston, Chapin, Lamb & Keen, has been elected president of the Philadelphia Club of Printing House Craftsmen. He succeeds Walter Scarborough, of Cuneo Press.

Frank Barras, of N. W. Ayer & Son, Inc., was named vice president; and William Holdsworth, of the National Typesetting Corp., was re-elected secretary. David Hopkins, of the Royal Electrotypes Co., was re-elected treasurer.

Biggest immediate task facing the new officers is the preparation to act as hosts to the International Club of Printing House Craftsmen, which will hold its annual meeting in Philadelphia August 8, 9, 10, 11.

#### Phila. Students Get Awards

Andrew Dick and Edward R. Raupp, graduating students at the Murrell Dobbins Vocational-Technical School, which has courses in printing and lithography, were awarded scholarships to Carnegie Institute of Technology, by Printing Industries of Philadelphia, Inc. Presentation of the awards was made at the June commencement exercises of the school. Each scholarship is worth \$2400.

#### BBD Appoints Williamson

John Williamson has been appointed to the sales-service staff of Bensing Bros. and Deeney, Philadelphia, makers of printing inks. He will represent the company in the Pittsburgh area.

#### Zabel Adds Big Press

Zabel Brothers Co., Philadelphia, recently put in a Harris two-color 76" offset press. This makes a total of five two-colors in the plant, besides a perfecter.



**"For true white light, so necessary for perfect reproduction, NATIONAL CARBONS are tops!"**

*Walton W. Sullivan*

Mac Naughton Lithograph Company, Inc.  
460 West 34th St., New York 1, N. Y.

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

**NATIONAL CARBON COMPANY**  
A Division of Union Carbide and Carbon Corporation  
30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco  
In Canada: Union Carbide Canada Limited, Toronto

# Litho Club

## NEWS

### Staudt Installed as President

Officers and governors of the Cincinnati Litho Club are, rear row, left to right: Buford Payne, Tri-State Offset Co.; Ben Smith, the Hennegan Co.; Frank Miller, Strobridge Lithographing Co., and Russell Smith, Tri-State Offset Co. Front row: Larry Dougherty, Tri-State Lithographers, Inc.; D. G. Flanagan, Korb Lithographing Co.; William E. Staudt, Jr., Young and Klein,



Inc., and Thomas Lackner, Advance Decalcomania Co. (Photo by Frank Petersen).

William E. Staudt, Jr., of Young and Klein, Inc., was installed as president of the Cincinnati Litho Club at a dinner meeting on June 8 at the 11th Frame Cocktail Lounge. He succeeds Larry Dougherty of Tri-State Lithographers, Inc. Other new officers are: vice president, D. G. Flanagan, Korb Lithographing Co.; secretary Ralph Eckard, Nielsen Lithographing Co.; treasurer, Thomas Lackner, Advance Decalcomania Co., and members of the Board of Governors, Russell Smith, Tri-State Offset Co.; Frank Miller, Strobridge Lithographing Co.; Joseph Hoffer, Gibson and Perin Co., and Ben Smith, The Hennegan Co.

The officers were elected during an annual moonlight boatripe on the Ohio River on June 5, when more than 100 members, wives and guests enjoyed an elaborate roast beef dinner, dancing and cards. Although the weather had been stormy during the day, it cleared by the time the Johnson Party Boat left the wharf at 6 p. m.

Departing from a previous custom, the names of the new officers were not announced until the meeting the following week, after the ballots had

been counted by the tellers, who were Norman Thye of Palm Brothers Decalcomania Co. and Hal Knippenberg of Advance Decalcomania Co.

Seven new members of the club are Jack Hamsbottom, Cincinnati Lithographing Co.; Robert Gerland and Ben Espelege, both of Sun Litho-Plate Co.; Robert Groettum, Strobridge Lithographing Co., and Joe Miller, Robert Fangman and William Parson, all of Gibson Art Co.

The next club activity will be an annual family picnic on Aug. 7 at Lahmann's Grove. Harold Biddle of Standard Publishing Co., is chairman of the picnic committee, which includes about 40 club members.

Monthly dinner meetings will be resumed on Sept. 14, and members of the board of governors met on June 14 to make preliminary plans for next season's educational program. The board will meet monthly during the summer to complete the program.

### Dallas Club Meets Artists

The June meeting of the Dallas Litho Club was to be a joint meeting with the Advertising Artists Assn.

of that city, Gordon Hughes, program chairman, announced. Club members were invited to bring along any art, negatives, or finished jobs in which art work provided any interesting problems or solutions. The meeting was held in the T & P auditorium.

### Roch. Holds Golf Outing

The annual golf party of the Rochester Litho Club and the Craftsmen's Club was held June 4 at the Ridgemont Country Club. Al Eisenbraun headed a committee for the Litho Club's arrangements. The program included both luncheon and dinner.

The club has announced plans for its fall and early winter meetings as follows:

September — Syl Hall, Eastman Kodak Co., on "Photo-Lithography of the Future."

October — Representatives of Printing Developments, Inc., on plates.

November — Representatives of Miehle Printing Press & Mfg. Co. on offset presses.

December 11 — Christmas party, Hotel Seneca.

### Milw. Holds Picnic

The annual family picnic of the Milwaukee Litho Club was planned for Saturday, June 26, at Lake Denoon. Members and their families were invited, and were to bring their own basket lunches. Games with prizes were planned, and ice cream and pop were furnished for the children. Gifts for ladies, and free beer, also were included.

The club's last regular meeting for the summer was held June 22 at Moser's Cafe. The next regular meeting is to be September 27, and a fall dance also is being planned.

### Cleveland Picnic Held

The annual stag picnic of the Cleveland Litho Club was planned for June 26. It was to be at Sally West Grove, and a program starting at noon included lunch, games, prizes, refreshments, and dinner.

The club's next regular meeting

is planned for September 23 when the Advertising Production Club is to present a panel program.

#### Sayers Heads Houston Club

C. Elwood Sayers, of Southern Printing, was elected president of the Houston Litho Club at the June meeting of the group in Youngblood's restaurant. Chosen to assist Mr. Sayers during 1954-55 were G. W. McDermott, Jack Fulshear Advertising, vice president; D. Burton Pitts,

Houston Police Department, secretary; and Kenneth Joseph, Adco Press, treasurer. The retiring president is Warren Childers.

Approximately 40 members of the club participated in a question and answer session with five panel members, and heard a report on the convention of the National Association of Litho Clubs.

Answering questions on the panel were Charles Felder, Southwestern Engraving; Arthur Wobler, Gulf

Printing; Wilbur Hoffman, Southwestern Paper; O. L. Hildenbrand, Hill-Hentschell; and Art Chester, Hearn Lithographing. Mr. Sayers acted as moderator of the panel.

The NALC report was given by Chloe Lee Mallett, of the firm of Chloe Lee Mallett Lithocopy, who attended the New York meeting as the only woman delegate.

Plans and announcements concerning future lithographic activities were made at the meeting. John Thomas outlined final plans for the Southwestern Graphic Arts Exposition which was to be held at the Shamrock Hotel, July 3-11.

Paul McCain announced plans for the Typographic Composition Association Southwestern Conference, which was to run July 5-6, concurrently with the exposition. Latest plans for the Southwestern Litho Clinic, scheduled for July 10-11, were presented by Bill Kauzlarich, where the next meeting of the club was scheduled to be held.

Elected to the board of directors of the Houston club were Bill Barrett, Gulf Printing; Arthur Wobler, Gulf Printing; Henry Marchwinski, Harlan Printing; Warren Childers, Interstate Printing; Mrs. Mallett; Wilbur T. Hoffman, Southwestern Paper; and Mr. Thomas, of Lew Wenzel.

Miss Helen Jewell, Adco Press and Bill Gatlin, DuPont, were welcomed as new members.

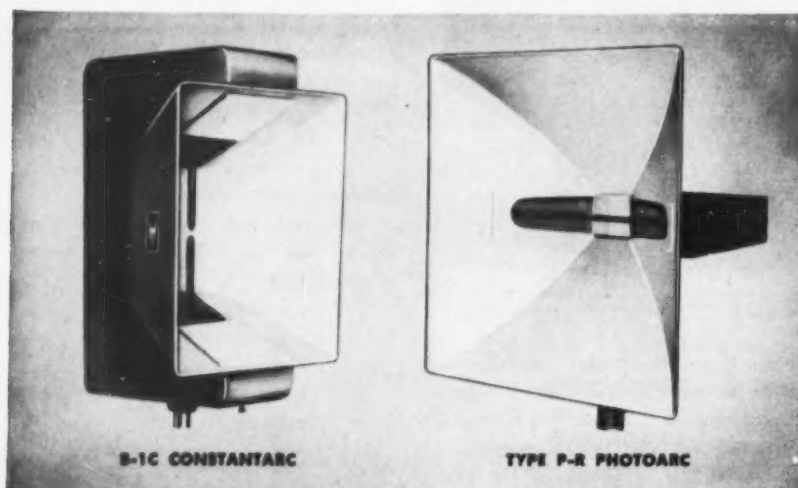
#### Phila. Holds Dinner-Dance

A get-acquainted dinner-dance, for club members and wives only, was held by the Litho Club of Philadelphia June 12 at the John Bartram Hotel. It was an informal affair, planned to better acquaint club members with each other.

Harvey W. Webb was general chairman.

#### Hold Texas Litho Picnic

A lithographers picnic, to which all lithographers in the state of Texas were invited was held at Sunken Gardens, Barton Springs, Austin, June 12. The program included softball, food, activities for children, and dancing in the evening.



For Camera . . . for Printing . . .

**MACBETH Arc Lamps are light-years ahead!**

**B-1C CONSTANTARC.** Completely and constantly automatic. Produces a steady light of tremendous intensity which brings out tiny details in the darkest portions of copy . . . which cuts down expensive camera operating time. The Constantarc automatically compensates for power fluctuations, drafts and carbon impurities. Can be furnished with any of the standard Macbeth mountings. No other lamp on the market offers all the advantages of a Macbeth Constantarc!

**PHOTOARC PRINTING LAMP** for vertical printing frames. Engineered to assure constant, steady light—both in intensity and color—regardless of line voltage fluctuations. Successive exposures produce identical results. Completely and continuously automatic like its companion "The Constantarc". Recommended for photoengravers, lithographers and in gravure and blueprinting processes. Adaptable for use on photocomposing machines. For details write . . .



**MACBETH ARC LAMP COMPANY** 141 Berkley St., Philadelphia 44, Pa.

## Blattenberger Addresses Twin City Club

**R**AYMOND BLATTENBERGER, U. S. Public Printer, addressed the June 3 meeting of the Twin City Litho Club. It was standing-room-only as Litho Club members, guests, and members of the Printing Industry of America in Minneapolis and St. Paul and surrounding areas attended. The meeting was held at the Covered Wagon Cafe, which has a seating capacity of about 350.

Mr. Blattenberger was introduced by his son Walter, who is with Western Printing & Lithographing Co., Southwestern Div., and who is second vice president of the National Assn. of Litho Clubs. Herman Goebel,

NALC assistant secretary, is program chairman of the Twin City club.

Mr. Blattenberger was interviewed by newspaper men, and also appeared on a television program.

At the Litho Club's May meeting, the speaker was Tom Nolan of Oxford Paper Co. Four new members were announced: E. Turnquist, Minneapolis Paper & Cordage; Robert Miehl, Roberts & Porter, Inc.; Dick Rupp, Brown & Bigelow; and Henry Crepeau, Richards & Soyde Inks.

The club planned to hold its annual fishing and camping trip at Mille Lacs, June 11-13. Carl Struck, Harris-Seybold Co., is entertainment chairman.

### Evening School Graduates

Courses in printing, advertising layout, typography and proofreading were completed last month by 483 students who were graduated from the 38th season of evening educational courses of New York Employing Printers Association, Inc.

Graduation ceremonies were held June 7 in the Bowman room of the Biltmore Hotel. Awards were made to top-ranking students.

### St. Louis Assn. Appoints

President Kutterer of the Associated Printers & Lithographers of St. Louis recently appointed Frank C. Corley, Corley Printing Co., as chairman of the program committee, and Oscar Hoffman, Superior Typesetting Co., chairman of special committee to study collective industry insurance programs.

Annual summer outing of AP & L was held June 25 at the Norwood Country Club, St. Louis. A soft ball game between suppliers and printers was a feature of the day.

### St. Louis Center Active

During the first three months of 1954 more than 46 group meetings were held at the new Printing and Graphic Arts Center in St. Louis. There were 560 members and associates who visited the quarters during

that time. The Associated Printers & Lithographers of St. Louis obtained the former residence and remodeled it for headquarters and meeting space. The fact the association is now housed in its own building with committee rooms and a staff there, has encouraged more conferences and cooperation.

On Monday evenings an average of 22 persons meet at 6:30 for two hours of reviewing problems and finding ideas to solve them. The conference is devoted to "applied imagination," a lecture course.

The Printers and Lithographers Self Advertising exhibit, sponsored by Miller Printing Machinery Co. and PIA, was on display at the Graphic Arts Center for two weeks beginning June 1st.

"Costing in relation to pricing" was the subject of a talk given by Ollie Ash of Conner Ash & Co. June 16 at a dinner meeting of Associated Printers & Lithographers. The talk was followed by an open forum.

### Columbia Adds Four-Color

A 50 x 72" Hoe four-color offset press is being installed at the Poughkeepsie, N. Y., plant of Columbia Litho Co. This is the second Hoe four-color offset press to be installed in this plant.

## LITHO CLUB GUIDE

### BALTIMORE

Clarke J. Fitzpatrick, Jr.  
36 East 25th St.  
Baltimore 18, Md.

### BOSTON

Chester Gramstorff, Secy.  
S. D. Warren Co.  
89 Broad St.

### BUFFALO

Vic Reisch, Secy.  
33 Eisman Ave., Kenmore 17, N. Y.

### CANTON, Ohio

Jack R. Reinart, Secy.  
1012 Maryland Ave., S.W., Canton

### CHICAGO

James Ludford, Secy.  
216 N. Clinton St., Chicago 6, Ill.

### CINCINNATI

Ralph Eckard, Secy.  
Nielsen Litho. Co.  
4142 Airport Rd.  
Cincinnati 26, Ohio

### CLEVELAND

Wilton Cornman, Secy.  
IPI  
1325 W. 73 St., Cleveland 2

### CONNECTICUT VALLEY

Leslie E. Phillips, Secy.  
N. Maple St., Hazardville, Conn.

### DALLAS

E. D. Malone.  
Southwest Printing Co.  
Dallas, Tex.

### DAYTON

Doug Webb, Secy.  
3410 N. Main St.  
Dayton, Ohio

### DETROIT

John Murphy, Secy.  
Garrick Photo Supply  
3166 Cass Ave., Detroit

### HOUSTON

Chloe Lee Mallett, Secy.  
2104 Wichita, Houston

### MILWAUKEE

Dick G. Krekel, Secy.  
5720 W. Thurston Ave.  
Milwaukee 16, Wis.

### NEW YORK

Leonard E. Adams  
40-42 Hartley Place  
Fairlawn, N. J.  
Meets 4th Wednesday, Building Trades Club

### ONTARIO

Robert Elgie, Secy.  
R. G. McLean, Ltd.  
26 Lombard St., Toronto, Ont.

### PHILADELPHIA

Joseph Winterburg, Secy.  
622 Race Street, Philadelphia 6.  
Meets 4th Monday, Poor Richard Club.

### QUEBEC

Dave Riddell, president  
Montreal Litho. Co., Montreal, Canada.

### ROCHESTER

Roy Bippes, Secy.  
Box 401, 87 Pleasant Ave., Pt. Pleasant, N. Y.

### ST. LOUIS

Neil McGowan, Secy.  
Missouri Ptg. & Engr. Co.  
3160 Easton, St. Louis

### TWIN CITY

Ed. Sorenson, Secy.  
1820 Columbus  
Minneapolis

### WASHINGTON

Dave Fell, Secy.  
PO Box 952, Benj. Franklin Sta.  
Washington, D. C.  
Meets 4th Tuesday.

### NAT'L ASS'N OF LITHO CLUBS

Frank Mortimer, Exec. Secy.  
Govt. Printing Office, Washington, D. C.

## Two in Craftsmen's Race

Two men, and possibly more, have been put forward as candidates for the office of third vice president of the International Assn. of Printing House Craftsmen. They are George Wise, partner-superintendent of Dugan-Millis, Inc., lithographers and printers of Cleveland; and Ferd Voiland Jr., state printer of Kansas, at Topeka. Mr. Wise is a past president of the Cleveland Litho Club, the Cleveland Craftsmen and also of the

Pittsburgh Craftsmen. He has served two years as chairman of the International Membership Commission. Mr. Voiland, also long active in International and local Craftsmen's affairs, served the last two years as chairman of International Printing Week.

Election of officers is part of the annual convention of the IAPHC which is to be held at the Bellevue-Stratford Hotel, Philadelphia, August 8-11.

## Schlegel Honored for Safety

For the achievement of operating throughout 1953 with a perfect safety record, the Schlegel Lithographing Corp., New York, has just been honored in a nation-wide safety award program conducted by its compensation insurance carrier. An engraved plaque was presented to Jacques J. Tisne, vice-president and treasurer, by H. W. Raimert, New York safety engineer for Employers Mutual of Wausau.

In making the presentation, Mr. Raimert paid special tribute to Tisne, and to the following additional people who played key roles in the plant safety program: Walter Kruse, Jack Dubin, Theodore Beihofner, Michael Calderaro, Louis Trabucchi, Miss Josephine Calderaro, Miss May McLarty, and Arthur Rey.

Pointing out the company's unusual consistency in its safety performance, Raimert referred to the fact that for several previous years they have qualified for a plaque from the Greater New York Safety Council in its interplant contest.

## Craftsmen Report Gains

Big membership growth in the International Association of Printing House Craftsmen was reported at the Fifth District Conference of IAPHC in Pittsburgh, Pa., June 11 and 12.

George Wise, of Cleveland, who is international membership chairman for the graphic arts organization, stated that 2,163 new members have been added to the group in the past year, bringing the total over 10,000. He added that four new clubs, in Charlotte, N. C., Scranton, Pa., Rio Grande, Tex. and San Joaquin Valley, Cal., have been added, with total membership of 211.

Members attending the 28th annual district conference heard the following talks: "Photo Typesetting," Howard N. King, Intertype Corp.; "Magnesium Plates," Edward R. Owen, Engravers Inc., Richmond, Va.; "Presensitized Plates," Eastman Kodak Co.; "Screen Process Printing," Bob Hackett, I.D.L., Inc., Pittsburgh; and "Design and Typography in a Changing World," Paul A. Bennett, Mergenthaler Linotype Co.

# "MOISTURE CONTROL

# IS EASY, QUICK and POSITIVE

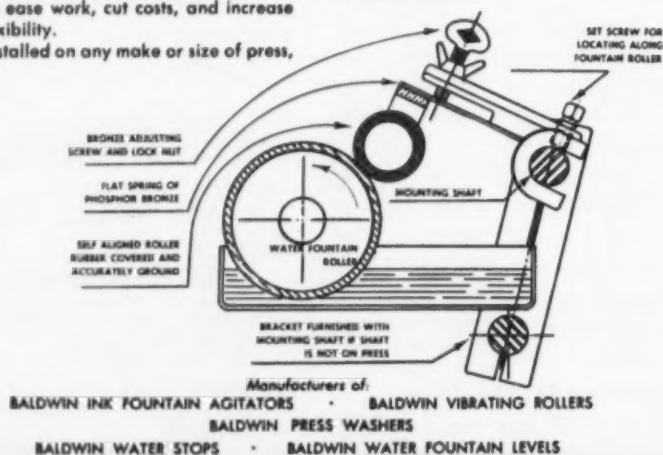


with the  
**BALDWIN  
WATER  
STOP**

That's the experience of Mr. Mike La Rocca of Stearns & Beale, New York, N. Y. Reports like these prove that Baldwin Water Stops eliminate the problems caused by flooding and dry-ups . . . end frequent, tiresome hand settings and reduce expensive spoilage on any work. For long production runs or short custom jobs, they offer you many advantages to ease work, cut costs, and increase press flexibility.

Easily installed on any make or size of press,

Baldwin Water Stops are fully adjustable to meet the moisture requirements of any job. Sold on a 30 day free trial basis, they are made in standard sizes of from 2 to 10 inches and longer on special order. For complete details on these cost cutting, work improving units, send make, model and sizes of your presses.



## William Gegenheimer Company

80 Roebling Street

Brooklyn 11, New York

# Equipment

## SUPPLIES, BULLETINS

### Robport Issues Catalog

A new digest-size, spiral bound catalog describing the complete line of lithographic and related supplies carried by Roberts & Porter, Inc., has just been distributed. Divisions in the catalog cover general supplies, chemicals, film, dry plates and photo papers, presensitized plates and equipment. A comprehensive index is included.

The company's general offices are at 555 W. Adams St., Chicago, and branches are listed in New York, Boston, Philadelphia, Baltimore, Cincinnati, Detroit, Minneapolis, Kansas City, Dallas, Los Angeles, San Francisco and Seattle.

### Int'l Paper Acquires Export Co.

Richard C. Doane, president of International Paper Company, New York, announced in June that the company had acquired the outstanding stock of American Paper Exports, Inc. (APEX), formerly held by several other paper companies. Its future operations will be integrated with the sales program of International. Mr. Doane said that APEX will continue to be headed by I. C. Baldwin, president, and that the company's overseas organization will remain unchanged.

### Open New Zinc Source

Illinois Zinc Co., Chicago, plans to turn an old abandoned copper mine near Tombstone, Ariz., into a lead-zinc mine. L. R. Berkey, president, announced last month. Following acquisition of the property in May a

new subsidiary, Shannon Mine Co., was organized to rework the ore deposits. First step will be to pump the mine out, then install heavy equipment to recover the metals, he stated.

### Litho Booklet Revised



New materials, equipment and methods related to successful running of coated offset are considered in a revised edition of the Kimberly-Clark Corp. booklet, "How to Lithograph Coated Offset Paper."

The booklet, by Robert Reed, contains 50 sections including chapters on advantages and disadvantages of coated paper, tests for coated paper and coated offset vs. uncoated offset. Copies are available from Kimberly-Clark distributors or from the company, at Neenah, Wisconsin.

### Thermometers Offered

Ten-inch wall thermometers are being distributed free by dealers of "3M" brand pre-sensitized photo off-

set plates to dramatize a sales campaign which emphasizes the resistance of the plates to heat and humidity.

The thermometer is designed to remind offset plate users that rising temperatures are often accompanied by rising humidity, and that the plates, made by the Minnesota Mining and Manufacturing Co., St. Paul, Minn., are not affected by humidity or heat, the company says. The "3M" plates are specially treated to prevent scumming, according to the company.

### New Wesivaco Offset Enamel

West Virginia Pulp and Paper Co., 230 Park Ave., New York, has introduced a new coated offset sheet, to be marketed under the brand name of Clear Spring Offset Enamel, which is designed to meet the exacting demands of high quality color lithography.

Company officials said that months of laboratory and practical paper-making tests went into the development of the new sheet. Before introducing it to the trade, the new grade was put through a long series of pressroom trials, carried out under varying operating conditions.

Clear Spring Offset Enamel is made from 100% virgin chemical pulp produced in the company's mills. The coating for the new grade was developed in the company's color laboratory.

Company officials said the sheet is particularly suited to full-color work for magazines, brochures, inserts,

book jackets, calendars and similar products.

Claims, based on quality control tests, include high brightness and color, uniformity of surface, superior opacity, and greater than average strength and permanence characteristics.

Clear Spring Offset Enamel is being made in basis weights of 60, 70 and 80 pounds, in both sheets and rolls, but can be ordered in lighter or heavier weights.

#### Authoritative Photo Volume

PHOTOGRAPHY, Theory & Practice (3rd Edition). By L. P. Clerc, edited by A. Krasznak-Krausz. 53 Chapters, 606 pages. Pitman Publishing Corp., 2 West 45th Street, New York 36, N. Y. Reviewed by Herbert P. Paschel, Book Review Editor.

There can be no question that mastery of any task is dependent upon skill. Skill, in turn, is the combination of experience and knowledge. In the photographic operations of lithography, the knowledge necessary to perform the various steps

with precision encompasses many sciences. The practical worker cannot be expected to gain his understanding from tomes written for the scientific mind. He must glean his knowledge from books which present the data in lucid detail, directed at the everyday practical applications. A book that treats the subject of photography in great detail at a practical level; that is written by one of the world's foremost photographic technologists, is not only unusual, but represents a "must" for every progressive technician's library.

Such an approach is made in the 3rd Edition of L. P. Clerc's monumental work which first appeared, in French, in 1926. It is a unique overall view of photographic theory and practice, authoritative and up-to-date, and consistent in its level of presentation of the facts.

The subject under discussion is divided into 6 sections and treated in 53 chapters. Part 1 is a discussion of the physical nature of light and color, and the monocular and binocu-

lar visual processes. The general properties of optical systems, as well as choosing, testing and the maintenance of lenses is thoroughly outlined in the second section. In part 3, the characteristics of photographic emulsions, their preparation, color sensitization and responses are fully covered. Included in this section are chapters on the layout of darkrooms, darkroom equipment, photographic chemistry, exposure and processing of sensitive materials and miscellaneous chemical manipulations. Parts 4 and 5 are devoted to the photographic print-making processes and special techniques. The final section deals with the principles of color photography, color processes — both additive and subtractive, making separation negatives, and color correction by masking.

The author, who is now 79 years of age, has enjoyed a reputation as an outstanding authority and writer on photographic technology for over 40 years. In the present work he has been assisted by a staff of 17 scientists

## 1954 . . . Shattering World Records

**Roger Bannister did the impossible . . . the 4-Minute Mile**

**Parry O'Brien did the impossible . . . the 60-Foot Shot-Put**

**Stan (The Man) Musial . . . hit 5 Home-Runs in One Day**

**1954 "Gold-Mine" BAUMFOLDERS everywhere daily breaking production (profit) records**

To You . . . My Friend:

We never "knew it all" — we never felt *this* or *that* improvement, in itself, was of world importance. We figured that always . . . somewhere . . . somebody might have *additional new* ideas that improved performance, ease-of-operation, quicker setting . . . and we have — for 36 years — constantly looked for, found and adapted everything helpful . . . especially everything that *increased production*, therefore *your net profit*.

Today . . . the 1954 BAUMFOLDER "Gold-Mines" challenge the world for production (therefore profit to you).

Today . . . the BAUMFOLDER leads the world by a mile in **LOWEST PRICES** for fastest, finest Folders ever designed.

Won't you **ALLOW US TO** exchange your pre-war Model for a '54 "Gold-Mine"? 25,000 BAUMFOLDER USERS (many times the Folder volume the world ever knew) always enabled us to price them so low . . . they are so value-packed per dollar investment and the small yearly depreciation is so slight . . . that your old Model traded in now will stand out on your books as the most "economic" investment you ever made . . . as will your '54 "Gold-Mine" in 1974.

We urge the pay-for-itself plan (bank interest rate) because we want to feel that we never take any capital out of your business but, on the contrary, put capital into your business **EVERY** month with its **INCREASED VELVET MONTHLY PROFITS** which will greatly exceed the small share that pays for your "Gold-Mine".

We are "dedicated" to increasing your folding profit . . . won't you do me the favor to spare me a few minutes to talk it over? Call (collect, of course) . . . LOMBARD 3-8164-5-6. If I am presumptuous, do forgive me for feeling **YOUR** maximum folding profit is **MY** business.

Gratefully,

*Russ Baum*

615 Chestnut St., Philadelphia, Pa.

Russell Ernest Baum, Inc.

and other writers under the direction of Mr. Kraszna-Krausz, the editor-in-chief.

The excellence of this book can best be expressed by the reaction of one of the collaborators who states — "The more I have seen of this book, the more have I been impressed. It could have been written only by a man of Clerc's calibre and experience. To compile a work in this way implies having a bird's-eye view of the whole field such as none of the younger generations possess or can ever hope to possess — we are all much too specialized."

Despite the lack of treatment of the halftone processes, and its high price, the wealth of information it offers makes this book worthy of the utmost consideration.

#### Book on Printing Trades

Printing and the Allied Trades (3rd Edition). By R. Randolph Karch, 5½ x 8¼", cloth bound, 318 pages. Pitman Publishing Corp., 2 West 45th Street, New York 36, N. Y. \$3.50.

The whole range of printing, with emphasis on letterpress processes, is covered in the third edition of Mr. Karch's book, just issued. Thoroughly illustrated throughout, the chapters cover history, survey of present industry, types, all kinds of composition, proving, commercial printing, mechanical typesetting, lock-up and imposition, printing plates, presses, inks, paper, and safety. One chapter is devoted to lithography, collotype and gravure, in which offset lithography is described only briefly.

The book is planned as a text, with projects and tests included.

#### Vulcan Appoints GPI

Vulcan Rubber Products, Inc., subsidiary of Reeves Brothers, Inc., in June announced the appointment of the General Printing Ink Co. of Canada as its Canadian representative.

The General Printing Ink Co. is a division of the Sun Chemical Co., and A. E. Loveland is manager. This company will be the sole selling agent in Canada of Vulcan offset blankets.

## Brody looks like genuine hand-lettering

# STEELPLATE

### New Type and Revival

Three new type faces have been added to the ATF line of foundry types.

Brody (top) was designed to make available in type a much used, popular style of free-hand display lettering. The characteristic, brushy contours of the letters are preserved by ATF's new method of pattern making, the company says. Cast on a regular square body, Brody has no fragile kerns.

Steelplate Gothic Bold, in 30 and 36 point (lower) sizes, has been revived to

satisfy a widespread demand for a larger companion for the Copperplate Gothics.

Franklin Gothic Wide is a recent addition to the Franklin Gothic family. Sizes 6, 8, 10 and 12 point, just added, are legible body sizes in blocks of copy and captions.

Dom Bold is a recent addition to the Dom line. Dom Casual was ATF's best seller in 1953.

A folder just published by ATF displays these faces. A copy is available from the Advertising Department, American Type Founders, 200 Elmora Avenue, Elizabeth, N. J.



### Center Rule for Layout Work

An 18" aluminum ruler, with one scale numbering each way from the center, is now being marketed by Maher Negative

and Plate Co., Hollywood, Calif. The rule is designed for layout and art work, and other types of work where centering of elements is important.

### New Plate Whirler

An improved plate whirler is being introduced to the lithographic field by W. A. Brown Manufacturing Company, 608 S. Dearborn St., Chicago 5, Ill. An all aluminum casting provides a flat rotating surface, which is bored and faced in one operation, and creates a 90° angle between the bore and the plate surface at 360°. This feature prevents irregular or "wobbling" rotating action, it is claimed.

In addition, it is stated, a life time pre-lubricated bearing holds the vertical turn table shaft.

The control panel contains a reading tachometer, a motor switch, a heater switch and a pilot light. Alongside the control panel is the Reeves variable speed control. Speed of the whirler can be varied between 35 and 100 rpm by simple turn of the control wheel. The design of the whirler



lends itself to convenience of operation, and reduces the possibility of dust or dirt hampering its performance, the company says.

Complete information may be obtained from W. A. Brown Mfg. Co., 608 Dearborn St., Chicago 6.

#### Describes Flock Machine

Flock applicator machines in several models, and other machines for greeting card and similar production are described in a folder just issued by Darling-Payne Corp., 82 Beekman St., New York 38, N. Y. Electronap flock machines and glitter applicators are included, as well as batch counters, rubber platemarkers, im printers.

#### Howard Re-elected

A. T. Howard of the A. T. Howard Co., Boston, was re-elected president

of the Graphic Arts Institute of New England at the annual meeting luncheon, June 16 at the Parker House, Boston. Luther M. Childs Jr., Cuneo Press of New England, was named vice president; Howard S. Patterson, secretary; and Donald C. Hagar, treasurer.

#### Describes Web Presses

The latest business form presses are illustrated and described in a new folder just published by American Type Founders, Elizabeth, New

Jersey. It is titled "ATF-Webendorfer High-Speed Web-fed Business Form Presses can spell Profits for You". Both standard and special business form presses are shown.

During many years American Type Founders has developed presses for virtually every purpose. These web-fed presses are designed and manufactured by ATF's Mount Vernon, New York, Division.

The folder also gives detailed specifications of these mass-production web-fed presses. Copies are available from American Type Founders, 230 East Sanford Blvd., Mount Vernon, New York.

#### ATF Acquires Aqua-Trol

American Type Founders, the world's largest graphic arts supplier, has acquired world-wide exclusive sales rights for Aqua-Trol in an agreement with Interstate Offset Products Company of Houston, Texas.

Aqua-Trol is considered by ATF to be the answer to problems of ink and moisture balance on offset presses, as well as a major advancement toward consistent color and quality control, which is the current theme of all lithographic developments, the ATF announcement states.

When using Aqua-Trol, an automatic equilibrium between inking and dampening systems is maintained which remains constant even during changing room conditions. All inks print with more strength of color and will dry more quickly on paper because Aqua-Trol removes excess moisture, it is claimed.

Units are available for all types of offset presses.

Descriptive literature on Aqua-Trol will be available shortly and will be sent upon request. Inquiries originating in the United States should be addressed to Advertising Department, ATF, Elizabeth B, N. J.

#### Hoe Elects Nunlist

Marshall B. Nunlist has been elected vice president, finance, and treasurer of R. Hoe & Co., Inc., oldest and one of the largest manufacturers of printing presses and saws in the United States, it was announced June 28 by Joseph L. Auer, president.



**Here's how you can  
get Quality Finishing  
on Every Job!**

Call **Mitchell 2-4335**  
for  
**Brown &  
McEwan**

**FAST, ACCURATE, complete  
finishing at competitive prices**

**At BROWN and McEWAN, your jobs are ...**

- ... finished in a 20,000 square-foot plant fully equipped to handle every part of every job ...
- ... completed at the promised time—every time. 35 years of "know-how" means no fuss and bother with annoying details for you ...
- ... finished with the exacting accuracy you want.
- ... picked up and delivered by reliable handlers in our own INSURED TRUCKS.

**Complete pamphlet and edition binding, including:  
folding - ruling - stringing - bracket stripping - sealing**

**Brown & McEwan, Inc.**  
New Jersey's Largest and Most Complete Binder and Finisher  
**16 LAWRENCE STREET • NEWARK, N. J. • Mitchell 2-4335**

### Launches New Import Firm

A new organization has been formed by Benjamin Sugarman to import, service and maintain printing equipment imported from Europe. The company is called Consolidated International Equipment & Supply Co., with offices in Chicago. Mr. Sugarman is president of Consolidated Photo Engravers & Lithographers Equipment Co., Chicago.

A new four-story plant was leased containing 150,000 square feet on South Western Avenue in Chicago, for the establishment of exhibits, training and service installation, with a complete line of replacement parts and maintenance equipment for the operation of this equipment. Facilities are available for the furnishing of parts, machining of parts and also setting up training of personnel to operate the equipment, the announcement stated.

Some of the major items that are being imported are offset presses manufactured by Colormetalag of Zurich, Switzerland, with claimed speeds of 8000 sheets an hour; sheet fed and web fed gravure presses made in West Germany by Schnellpressenfabrik Frankenthal Albert & Cie. A. G.; sheet fed and web fed letterpress equipment; automatic inking and dampening proof presses; metal decorating equipment by Mailander Co. in Stuttgart, Germany; the engraving-plate machine by Dr. Rudolph Hell for making plastic halftones, and many other products.

### Eastman Appoints Dom

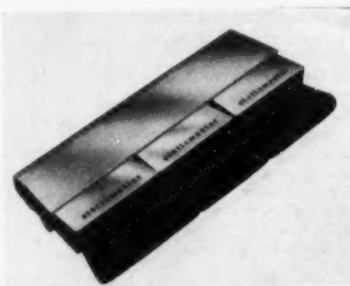
G. C. Dom Supply Co., Cincinnati, has been appointed a dealer for Eastman Kodak Co. graphic art products. Whit Lamson of Dom said that the company now represents 95% of the leading national manufacturers of equipment and supplies, with stocks on hand at all times.

### New Labels for Rollers

A newly designed set of labels and tags for use on packages and rollers now is being used by Ideal Roller & Mfg. Co., Chicago. One set has been designed for the company's line of Flame Resistant rollers for newspaper

presses, and one for the new Grayton lithographic roller.

The company offers descriptive folders on these and other rollers which it makes. Offices are at 2512 W. 24th St., Chicago 8, and at Long Island City, N. Y., and Huntington Park, Calif.



### Channel Holds Static Brushes

The demand for a static electricity remover that would cover large areas, was the basis of the design of a metal channel to hold three Staticmaster brushes, according to Nuclear Products Co. It permits the photographic technician to eliminate static on large surface areas, such as large negatives.

Three 3" Staticmasters are snapped into place in the new channel, and provide a 9" working length.

Another channel for two 3" brushes to make a working length of 6" is available.

Staticmasters are obtainable at photographic stores or from Nuclear Products Co., Dept. 53, 10173 East Rush Street, El Monte, Calif.

### Booklet Describes LTF

The value of the services offered by the Lithographic Technical Foundation, Inc., to members is described in an attractive offset booklet recently put out by the association.

Making excellent use of halftones, the booklet urges all LTF members to increase their plant efficiency by solving their photo offset problems using the library and consulting service of the foundation. It recommends the complete LTF library as a useful addition to any offset shop and describes the activities of this non-profit organization which was organized in 1924 to help advance the trade.

### Folder On Roto Press

American Type Founders' new small two-color rotogravure press, called the Economette, is described in a folder issued by ATF. Company says the low-cost gravure press is designed primarily to help printers

with small and medium size plants get started in the rotogravure field. The folder says the Economette will print on cellophane, glassine, polyethylene, laminated foils and paper.

The folder is obtainable from ATF at 200 Elmora Ave., Elizabeth B, N. J.

### NAPL Issues Booklet

"NAPL and YOU" is the title of the new information booklet just issued by the National Assn. of Photo-Lithographers, 317 West 45 St., New York 36, N. Y. Besides giving background information on the association, the booklet also describes services offered. These include cost accounting, labor relations information, trade customs, technical and general bulletins, and other general services to members. The annual convention and equipment show are described, and association staff officials introduced.

Walter E. Soderstrom is executive vice president, Frank R. Turner, Jr., is cost accountant, and Robert S. Emslie, Jr., is secretary. A. J. Fay, Western Printing and Lithographing Co., is president of NAPL.

Copies of the booklet are available from NAPL.

### Sees Small Shop Changes

Changes and developments in methods used in connection with small offset presses are rapidly being put into use, with new and improved auxiliary equipment, according to Felton Colwell, president of Colwell Litho Products, Inc., Minneapolis. Higher quality work can be turned out by men with shorter periods of training because of improved presses and improved presensitized plates and platemaking equipment, he said. With these plates and equipment, a shop now can expose and develop a plate and have it running on a press within five minutes.

Mr. Colwell described his company's Colight platemaking unit, which is designed for small-sized plates. It operates on 110 volt AC current and requires no plumbing.

### Camera Improved

An improved model of the Lacey-Luci "Fourteen" small camera now is being marketed by Merritt Lacey Corp., 31 Central Ave., Newark 2, N. J. The camera was designed primarily for producing negatives and photo copies up to 11 x 14", and requires floor space 26 x 42". It has a tilting glass copy holder, tape calibration system, and automatic timer. It has a stayflat or pressure back, and a vacuum back is available at extra cost. Lenses provide 2½ times enlargement or reduction. Further information is available from the manufacturer.

### Pressure-Sensitive Papers

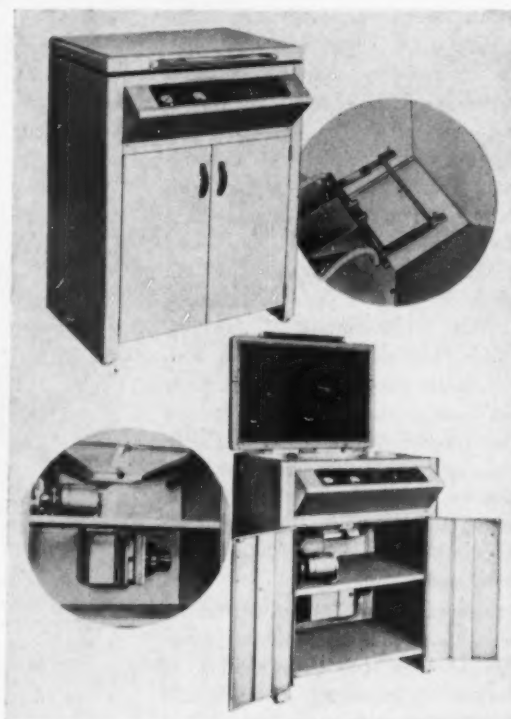
Production of pressure-sensitive papers for the graphic arts industry has started at the Avery Paper Co., Painesville, O., the company reports. Its new plant will attempt to change pressure-sensitive printing papers from a speciality of variable quality to a dependable commodity, the company states.

### NuArc Markets New Platemaker

The nuArc Co., Chicago, manufacturers of motor driven arc lamps, has introduced a new platemaking unit completely enclosed carbon arc lamp and vacuum printing frame combination housed in a metal cabinet finished in silver hammerloid. This new unit, called the Rapid Printer, can produce a pre-sensitized plate in 20 to 90 seconds, and has a burning time in excess of 4 minutes or longer if necessary. Controls are automatic or manually operated and the reflective surface is 525 sq. inches in size.

The blanket frame is 17¼ x 25" in size and handles all types of pre-sensitized plates. Conventional type plates may also be made on the Rapid Printer. The Rapid Printer has a filter system that dispenses with fumes and odors.

Information is available from the nuArc Company, 824 S. Western Ave., Chicago.



# Outstanding feature on Miehle Offsets

As standard equipment on all Miehle Offsets, the automatic lubricating systems are designed and engineered to feed exactly the proper amount of oil directly to vital bearings at the right time. Automatic lubrication reduces the time required daily for hand oiling, aids in maintaining continuous high production, protects against neglect. Automatic lubrication is only one of several practical operating features that are standard equipment on all Miehle Offsets—features which make it possible to produce better work—in less time—with less effort.



**Miehle**  
**PRINTING PRESS AND MANUFACTURING COMPANY**  
Chicago 8, Illinois

### Represents Azoplate

Stuart Holford has been named Midwest sales representative for the Azoplate Corp., Summit, N. J., it has been announced by E. B. Fritz, vice president and general sales manager.



Mr. Holford was formerly chemical sales manager of the Harris-Seybold Co. and is well known throughout the lithographic industry. His appointment is part of a long range program of Azoplate, according to the company. Azoplate manufactures both negative and positive aluminum presensitized plates, and acetate laminated plates.

Mr. Fritz stated that growing demand for ENCO Plates plus the many technical improvements which are currently being released by Azoplate make necessary closer cooperation with the distributors and users.

### Chicago Craftsmen Name Officers

The Chicago Club of Printing House Craftsmen has elected Steve Sluka, Vogue Wright Studios, president of the organization for 1954-55. Harold E. Sanger, graphic arts instructor at Marshall High School, is the new first vice president and Lowell L. Dummer, co-owner of Bruce Offset Co., is second vice president.

Edward M. Egan, assistant sales manager of the Twentieth Century Press, Inc., is the new treasurer and Frank E. Swanberg, director of typography for Spiegel, Inc. is financial secretary. Robert A. McKeighan, is recording secretary.

### Booklet on Photogelatin

A pamphlet describing "Technique and Application of the Photogelatin Process" has been prepared by Consolidated Film Industries. Interested readers can get a copy by writing to the photogelatin department at Consolidated Park, Fort Lee, N. J.

### Magnet Litho Organized

Organization of Magnet Litho Supply Corp., an expansion of Magnet Sales, of New York, was announced last month by Tom Petronio, president. Harold Erdrich and Jack Spano, both formerly of Harris-Seybold Co., have joined the company as vice presidents. Magnet will distribute a complete line of supplies and equipment for the litho field.

### Isom, Grice Switch Jobs

Two top executives of R. R. Donnelley & Sons Co. are exchanging positions, Gaylord Donnelley, president of the printing company, announced.

Winfred R. Isom, director of the Chicago Manufacturing Division, will become resident manager of the company's plant at Crawfordsville, Ind., while John E. Grice, present manager at Crawfordsville, will assume Isom's title and duties in Chicago.

Isom and Grice, both of whom

will continue as vice presidents of the company, worked their way up through various positions.

### Addresses Ky. Adv. Club

Edward H. Sundermann, vice president of the Progress Lithographing Co., Cincinnati, spoke on "Importance of Good Sales Background for Advertising Personnel" at a meeting on June 4 of the Louisville, Ky., Advertising Club.

**Now** **3-Step**  
**Press Wash-Up**  
**in 9 Minutes\* for 25c**

**Get the Low-Down**  
**on less DOWN TIME.**  
**Compare the hundreds**  
**of dollars you will save**  
**by using**  
**ROGERSOL**  
**1 - 2 - 3**

When it's time to clean your offset press, think of ROGER-SOL 1-2-3. Most lithographers do! In 1-2-3 steps you (1) LOOSEN the dried ink and dirt, (2) CLEAN the rollers and blanket, (3) RINSE them and revitalize the rubber. All in only 9 minutes and for as low a cost as 25¢ for the three solutions. And even if you're changing from black ink to transparent yellow or pastel pink! Happy Days!

**Get in Step — This Way**

Figure your normal time for press cleaning against only 9 minutes and you'll be AMAZED AT WHAT YOU SAVE. "ROGERSOL 1-2-3" is harmless to plates, rollers, hands. Non-toxic and non-flammable! One gallon each of three separate solutions — COMPLETE UNIT, only \$14. Handy carrying kit, including 3 full 1-Qt. containers with pouring spout, \$7.90. Satisfaction Guaranteed. Order now — or get complete information and quantity prices.

### ROGERSOL C-50 for Deep Etch Plates

The Humidity Controlled Solvent for Deep Etch Plates. Eliminate your humidity problems by using ROGERSOL C-50—properly removes ferric salts and water allowing 100% plate control.

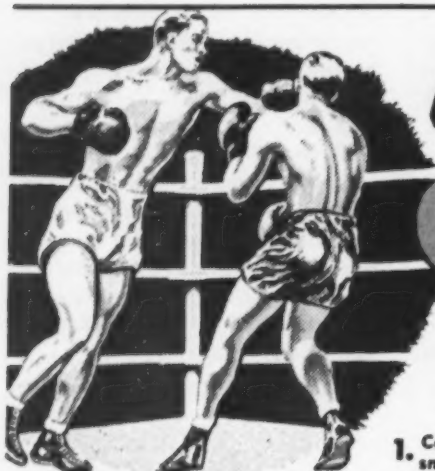
### HARRY H. ROGERS CO.

5331 South Cicero Avenue  
Chicago 32, Ill.  
Ph.: REliance 5-5100

HARRY H. ROGERS CO.  
5331 South Cicero Ave.  
Chicago 32, Ill.

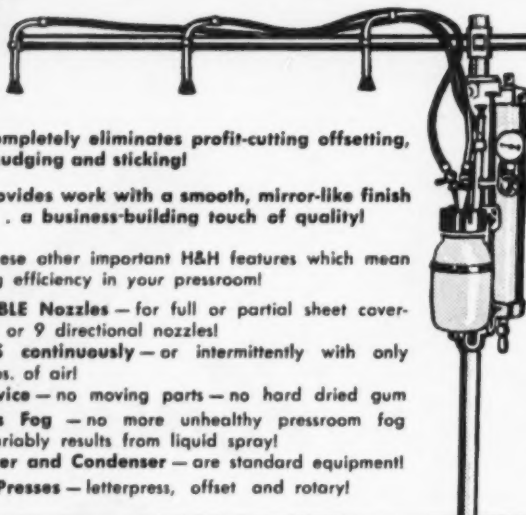
Please send complete information about ROGERSOL 1-2-3, without obligation.

Name .....  
Address .....  
City ..... Zone ..... State .....



*Knock out*  
OFFSETTING WORRIES WITH A PROVED "1-2"

## H & H DRYSPRAY



1. Completely eliminates profit-cutting offsetting, smudging and sticking!
2. Provides work with a smooth, mirror-like finish . . . a business-building touch of quality!

Then add these other important H&H features which mean profit-making efficiency in your pressroom!

- **ADJUSTABLE Nozzles** — for full or partial sheet coverage, 3, 6 or 9 directional nozzles!
- **OPERATES continuously** — or intermittently with only 2 to 12 lbs. of air!
- **Long Service** — no moving parts — no hard dried gum
- **Eliminates Fog** — no more unhealthy pressroom fog which invariably results from liquid spray!
- **Air Cleaner and Condenser** — are standard equipment!
- **For All Presses** — letterpress, offset and rotary!

Use

### H & H Yellow Label DRY SPRAY POWDER

Most efficient, most economical for all makes and models of dryspray guns!

WRITE for illustrated folder and prices — mention size and make of presses.

## H & H PRODUCTS

1930 South State Street  
Chicago 16, Illinois

FOR  
TOO  
TACKY  
BLANKETS

Each application of Handschy Blanket Lacquer is good for maximum number of impressions. Easily applied . . . just spread over entire blanket with smooth, even strokes and let dry. Quickly removed with Hanco "Hancolite".

Ask your Handschy Distributor or write any Handschy Branch. FREE SAMPLE if requested on your letterhead.

## HANCO Blanket LACQUER

- PLEASANT TO USE • SAFE

Hanco Blanket Lacquer assures you maximum speed and top production when using too tacky blankets or too linty stock. Hanco Blanket Lacquer eliminates obnoxious smelling chemicals . . . it is 100% safe, and easily, quickly applied.

FOR  
TOO  
LINTY  
STOCK

**R. E. HANDSCHY CO.**

CHICAGO 7, ILL. 125 South Racine Avenue  
MINNEAPOLIS 15, MINN. 422 South Third Street  
INDIANAPOLIS 4, IND. 225 North New Jersey Street

### DISTRIBUTORS

#### EAST

BRADLEY WARD COMPANY  
150 ELLICOTT STREET  
BUFFALO 3, NEW YORK

COLUMBIA SALES & SERVICE  
2035 "K" STREET, N. W.  
WASHINGTON 6, D. C.

C. A. EDWARDS, JR., INC.  
1934 ARCH STREET  
PHILADELPHIA 3, PENN.

#### SOUTH

MILTON T. GOODALE  
2306 SWANN AVENUE  
TAMPA 9, FLORIDA

INDERBITZEN OFFICE MACHINES CO., INC.  
292 MADISON AVENUE  
MEMPHIS 3, TENNESSEE

LITHO-PRINTERS SUPPLY CO.  
13 EDGEWOOD AVENUE, S. E.  
ATLANTA 3, GEORGIA

PRINTING EQUIPMENT & SUPPLY CO.  
P. O. BOX 5204 CONCORD ROAD  
CHARLOTTE, NORTH CAROLINA

TAYLOR IMPRESSION PRODUCTS  
1808 BROAD STREET  
NASHVILLE, TENNESSEE

#### SOUTHWEST

BINGHAM PRINTING INKS  
583 NORTH HUDSON  
OKLAHOMA CITY, OKLA.  
LITHO OFFSET SUPPLY CO.  
1122 JACKSON STREET  
DALLAS, TEXAS

#### WEST

BARTCH SERVICE & SUPPLY CO.  
1836 SPEER BOULEVARD  
DENVER, COLORADO

GANS INK & SUPPLY CO.  
821 EAST 3RD STREET  
LOS ANGELES 13, CALIF.

WALTER W. PETRI COMPANY  
927 HOWARD STREET  
SAN FRANCISCO 3, CALIF.

## TECHNICAL BRIEFS

(Continued from Page 46)

good record keeping and (2) rotation of inventory. Proper storage and handling of and dangers from chemicals used in a lithographic plant are discussed.

### Graphic Arts—General

**\*Photosensitive Coating Containing a Hydrophilic Colloid and a Polyvinyl Chloride Dispersion.** *U. S. Patent 2,675,315.* H. C. Staehle and L. E. Martinson. *Official Gazette* 681, No. 2, April 13, 1954, page 503. 1. A light-sensitive coating composition comprising a mixture of a bichromated gelatin, an aqueous dispersion of a resin selected from the class consisting of polyvinylidene chloride latex and polyvinyl chloride-polyvinyl acetate copolymers, the ratio of said gelatin to said aqueous dispersion being between about 1 to 2.5 and 1 to 5, said composition being adapted to produce a light-sensitive coating in which a reversal image can be formed by exposure to light and development in an aqueous solution.

**\*Silk Screen Printing.** L. Dubuit. *Sprechsaal* 85, 1952, page 529; *Society of Glass Technology* 37, December, 1953, page 164A; *Telescoping the Technical News* 13, No. 2, April 16, 1954, page 50. Hand-operated appliance capable of speeds of 400-500 prints/hr. are provided with a control device for multi-color printings; a second and third color can be applied at up to 300-400/hr. For the application of each additional colour, it is essential to have the article correctly placed for the successive imprints. Semi- and full-automatic machines can perform 3-colour printing at up to 300/hr. One of the greatest difficulties is the necessity for drying after each application of colour; this requires heat and time. The new thermoplastic colours have helped to overcome these difficulties, and will probably revolutionize the art of printing in the near future. Ordinary colour pastes are prepared in a fluid medium; the thermoplastic colours are mixed with wax and resin, and become fluid only between 50° and 100°. If these mixtures are applied to the stencil and warmed by some device, the colours can be transmitted through the gauze by the rubber scraper. Contact with the cold surface of the article solidifies the colour almost immediately and the print is dried in about 1/30 sec. thus, successive colours can be applied without any delay. The requisite heat can be provided by using a metallic gauze, insulated and arranged to act as an electrical resistance, or by making use of infra-red radiation on the gauze. *Sprechsaal* is published at Müller and Schmidt, (13a), Coburg, Germany.

**\*Preparation of Metallized Copies.** *British Patent 697,036.* J. Heidenhain. *Photographic Abstracts* 34, Part 1, 1954, page 43. A bichromated albumen or shellac layer is exposed and the unhardened portions of the plate removed by washing.

a metal, such as copper, chromium, silver, etc., is deposited on the plate by vaporization. The exposed portions of the plate are then dissolved off, e.g., by nitric acid, followed by an alcoholic solution of sodium hydroxide, leaving only the positive metal image. A negative image may be obtained by covering the layer and positive image with a further layer and dissolving out the two layers corresponding to the positive image. Sharper images of greater durability than those obtained with lead sulphide are claimed. The process is useful for the production of measuring scales.

**\*Method of Making Relief Printing Plate Matrices.** *U. S. Patent 2,678,510.* E. W. Fuerst and W. F. Fuerst. *Official Gazette* 682, No. 3, May 18, 1954, page 606. 1. An article for use in the production of relief printing plates, comprising; a master of air-pervious, friable material; a sealing coat on the master, an undercoat of asphalt on the sealing coat, and a layer of light-sensitive material on the undercoat, whereby a relief image may be formed in said master by exposure of the layer to light, washing away unhardened portions thereof and removing the coat, layer and a portion of the master by sandblasting through those parts of the layer where portions thereof have been removed.

**\*Justifier for Typewriters.** *U. S. Patent 2,675,903.* A. H. Bailey. *Official Gazette* 681, No. 3, April 20, 1954, page 738. 2. The combination with a typewriter, having a carriage adapted to advance a predetermined distance with each operation of its space bar whereby the words of a line of typing may be separated a predetermined distance, of a justifier attachment involving: a platen movable laterally with respect to said carriage; a pair of relatively movable members secured respectively to said platen and said carriage and extending laterally beyond one side of said carriage; means for effecting relative movement of said members to cause lateral displacement of said platen so as to alter the spacing effected by said space bar; and an adjustable stop means and a reference scale for preselecting the extent of relative movement of said members and the corresponding displacement of said platen.

**Glass Container Printing.** *Neue Verpackung* 6, No. 2, 1953, page 68; *Packaging Abstracts* 10, No. 5, 1953, page 355; *Review* 6, 493; *American Ink Maker* 32, No. 4, April, 1954, Page 47. Four processes are given: (1) the rubber stamp, which is seldom used; (2) silk-screen which is favored for milk, beer and soda water bottles, but has the disadvantage of being costly; (3) the offset process with stoving inks, which produces a weak print and is most successful with one-color printing; (4) offset with non-stoving inks, which is most common and produces good prints in and up to 3 colors in one operation. *Die Neue Verpackung* is published at Berlin-Grünwald, Bismarckplatz, Germany. ★★

### Brochure Describes Decals

The merchandising impact of decalomania, or decals, providing brand name identification at the point of sale, is described briefly and graphically in an illustrated brochure produced by Palm, Fechteler & Co., decal creators.

Entitled "How Admen use Decals to Move Merchandise," the four-page brochure describes a variety of applications of decals at various marketing points, including store windows and interiors, delivery trucks, vending machines, etc.

### Opens Mex. City Ink Plant

A new ink plant in Mexico City was placed in production in June by Gaetjens, Berger & Wirth de Mexico, S.A. de C.V., it was announced by William Recht, president of Gaetjens, Berger & Wirth, Inc., Brooklyn, N. Y. The Mexican factory is producing a general line of inks for the graphic arts. A new building, just completed, houses the new operations, and a line of lithographic supplies will be carried.

### Issues Customs Booklet

Trade customs for photo-lithography and for letterpress printing are contained in a promotional booklet just issued by Fenn & Fenn, Inc., color lithographers and printers of New York. Trade customs are those of the National Assn. of Photo-Lithographers and the New York Employing Printers Assn. The 3½ x 6" booklet, offset in two colors, pictures on its center spread a new Harris 22 x 34" two-color offset press which the company recently added.

### Form New York Art Firm

Bert J. Lippman and Milton Olin have formed General Art Associates at 545 Fifth Avenue, New York City, and will continue to service advertising agencies and the promotional art needs of manufacturers. Previously, each conducted a studio under his own name.

don't gamble



on results...

always use **DRISCOLL INKS**

No matter what you are printing—folders, packages, circulars, letterheads, broadsides, labels—you'll get a better finished job if you print with Driscoll Inks.

**DRICOSET INKS**

Rapid setting, fast trapping, quick drying.

**COVERWELL INKS**

Full bodied, smooth flowing, clean printing.

**CARTON INKS**

Resistant to scuffing, rubbing, fading.

*Martin Driscoll & Co.*

610 Federal Street, Chicago 5, Illinois

LITHOGRAPHIC • LETTERPRESS AND CARTON INKS

**SERVICE PLUS QUALITY!**  
**HAS MADE OUR PLANT THE WORLD'S LARGEST**

We Specialize in all sizes  
**MULTILITH and DAVIDSON PLATES**  
**3M ALUMINUM PRESENSITIZED PLATES**



All sizes **ZINC and ALUMINUM PLATES**  
**UNGRAINED-GRAINED-REGRAINED**



35-51 Box Street

Tel. EVERgreen 9-4260—4261

Brooklyn 22, N. Y.

## LNA CONVENTION SIDELIGHTS

THE two singers who made such a hit at the banquet were June Sayer and Ned Smith. They combined fine voices and training with a willingness to work overtime for an appreciative audience. Philadelphians, they are both studying for operatic careers in New York with the same coach who produced Patrice Munsel and Jan Peerce. Their LNA audience may be able to recount some day "We heard them when."

★

We have never quite figured out how the C & O operates its train

service to White Sulphur. On the ride from New York to Washington there is no club car aboard the train — and by the time one is foresighted enough to order a drink from the dining car porter it develops that we are now going through Pennsylvania where sale of liquor aboard a train is illegal. Then, after spending an hour and a half switching various sections of the train around the Washington station, getting off, seeing half the train pull out, finding it assembled once more on a track on the lower level, it finally moves out

one million. However, this product is of even more interest in the dry offset field since the exposed image is very resistant to acids used.

Another plate which should be of great interest to form printers is a direct image plate called the DI offset plate. The DI stands for direct image and in principle works like the direct image plates used in the duplicating field. The plate consists of dry-grained aluminum foil laminated to impregnated card stock. It is printed with a drier-free transfer ink in an open-bed letterpress in which the conventional tympan paper has been replaced with a rubber blanket. The printing operation transfers ink to the plate and at the same time the malleable metal is embossed. The plate is then dusted and etched after which it is debossed and placed on the press. There is a possibility that the debossing operation will not be required since the debossing action can take place on the offset press with the first sheet through.★★

### Issue Press Manual

The Miller Printing Machinery Co. of Pittsburgh, Pa., has announced the release of a new instruction manual for their 21x18 SW single-color letterpress. The new manual is similar to the one issued last March on the 27x41 SY press. Ninety illustrations explain the operation, adjustments and maintenance of the press.

to the south, hitched this time to a very fancy and well-stocked club car. But right at the hour when everyone has finally decided to give up and turn in. Page Mr. Young!

★

It was, as one of speakers observed, the first meeting he had ever attended held in a swimming pool — and a  
(Continued on Page 118)

## LNA-RESEARCH

(Continued from Page 35)

The speaker said that the industry's research represented "an important key which can unlock the door to better profits through lowered costs and improved quality" and that it "is freely available to you if you will but use it." He showed how the Foundation's technical forums, employing TV closed circuits, were helping to keep plant workers better informed on modern techniques.

An audience-participation technical panel discussion, centering around the theme "Dollars In Your Pocket Through Use of Technical and Training Developments," was presented in a down-to-earth spirit under the leadership of James G. Strobridge, Strobridge Lithographing Corp., Cincinnati, chairman of the LNA industry relations committee.

Mr. Strobridge told his audience that "if we in top management don't take these research and educational tools and apply them in our own plants and if we don't encourage and back up our men in the show when they try out these new techniques, then we aren't interested in money in our pockets."

He then introduced Michael H. Bruno, research manager of the Lithographic Technical Foundation in Chicago, who demonstrated 11 recent developments in lithography while several representatives in the room, who had had practical experience in the use of the methods, gave brief descriptions of their experience.

The developments demonstrated included ungrained plates, bi-metal plates, improved desensitization, non-blinding lacquer, sensitivity guide, copper plating solution, the elimination of chromium dermatitis, the

## LITHO PLATES

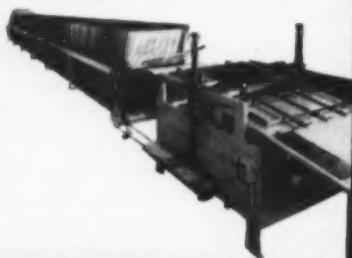
(Continued from Page 38)

ready for exposure as they come from the package. After exposure they are treated with a chemical which removes the coating in the non-printing areas. The plate is then washed and placed on the press. Some of the plates on the market work better if the image is rubbed up with a lacquer or a specially formulated ink. Up until a month ago all of these plates were produced from negatives. Recently the Azoplate Corporation has placed on the market a plate which is produced from positives. It is called the Enco positive plate and has a green coating on .008" thick aluminum. After the plate has been exposed to a positive, the non-printing portions are removed and the plate washed. Then it is ready for press. The image is clearly visible and the plate has a rather long life.

Another interesting advancement was recently announced by the Eastman-Kodak Company. They are marketing a product which they call Kodak-Photo Resist. This product is a light sensitive lacquer, insoluble in water. It is thinned with a special solvent and coated on a plate in the conventional manner. After exposure it is developed with the same thinner, the plate is desensitized with a gum-free etch and inked. Exceptionally long runs are claimed, up to

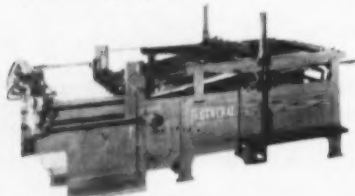
## LITHOGRAPHERS... Screen Process Will Expand Your Market!

Mechanization of screen process printing has opened new fields for the progressive lithographer. With high speed, automatic silk screen presses lithographers can increase their profit potential. Decals, displays, posters, greeting cards, gift wrap on paper and board—catalog and book covers, fancy packaging, novelties on plastic, synthetics and textiles—are just a few of the things that can be printed with ease on General equipment.



### GENERAL SCREEN PROCESS PRESSES

Five models of the General Press are available to take sheets from  $3\frac{1}{2} \times 3\frac{1}{2}$  to  $38 \times 52$ . Speeds range from 800 to 3000 sheets per hour depending on the drying method used. Shown above is a General Model 38 with a M&M Wicket Dryer. Dryer is custom built to any length to provide a specified drying cycle.



Models  
32, 38  
and  
45

#### CONVECTAIRE DRYER

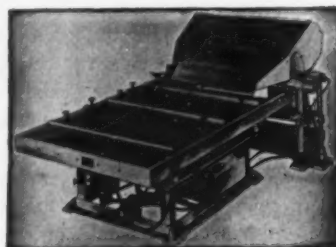
A new method of drying which utilizes radiant and convected heat. Dryer is a self-contained unit which can be coupled to the delivery of any General press.

#### AUTOMATIC FEEDERS

Stream and Continuous Feeders are available for all models of General presses. They greatly increase the production efficiency of the press.

**GENERAL** RESEARCH AND  
SUPPLY COMPANY  
572 S. DIVISION AVE.  
GRAND RAPIDS 3, MICH.

## CRISP - VELVET - GRAIN



35 years experience graining plates that please both platemaker and pressman

**All sizes ZINC and  
ALUMINUM PLATES**

Ungrained - Grained - Regrained

**WILLY'S**  
Plate Graining Corp.

34-12 10th Street  
Long Island City 6, N. Y.  
Phone RA 8-1526



Member, Lithographic Plate Grainers Association, Inc.

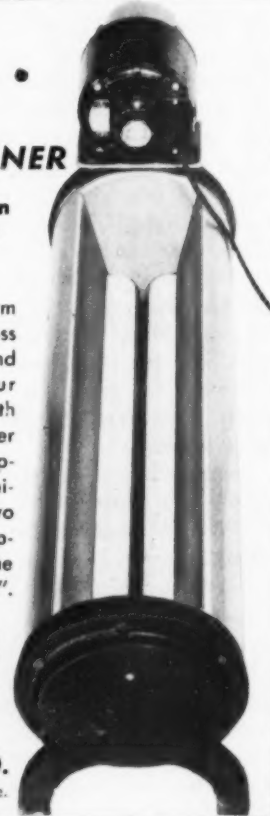
## NEW... Mort DAMPENER-CLEANER

for Multilith, Davidson  
14" x 20" and 17" x 22"  
Presses

Rollers last longer, perform better, your men spend less time on press set-ups and adjustments when your dampeners are cleaned with this new Mort Dampener Cleaner. There's no scraping, no scrubbing, no chemicals to use. Cleans two Multilith or Davidson dampeners at a time or one of the 14" x 20" or 17" x 22".

GUARANTEED one year against defects of any kind. There's a dealer near you... call or write for his name and complete information.

**RALPH H. MORT CO.**  
102 N.W. Ninth Ave., Portland 9, Ore.



pick tester, the contact printer, the vignette lamp and the blanket thickness gauge.

Charles Shapiro, educational director of the Lithographic Technical Foundation in New York, described the success many plants have with self-teaching kits; in-plant training; cooperative training; and the programs of full-scale schools.

Contending that education is a capital investment for lithographers, he pointed out that proper training aids in the development of skills, provides a knowledge of why operations are performed, gives trainees a knowledge of related fields, and helps them to keep up with the rapid changes in materials and techniques.

The many textbooks, manuals, teaching outlines and other aids for lithographic training, which have been published by the LTF were described and illustrated by Mr. Shapiro. The lithographic industry is unique in having such an array of authoritative material available, he said.★★

## PHOTO COMPOSING

(Continued from Page 41)

make a plate that will fit the colors already run.

This is a fairly simple matter on certain layouts and can be accomplished on almost any form if the images are not too large. On a simple form of four horizontal rows (see Fig. 39) and for a large sheet it is generally safe to expand the vertical readings  $\frac{1}{8}$ ". This would mean opening up between rows  $\frac{1}{32}$ " or .031 each. The pressman could then go back to normal packing and get a fit without slur.

On the more difficult forms, after the pressman has reached the limit of his range, it is best to have him change back to normal packing with whatever plate is in the press and pull one or two good sheets. The amount of image elongation can then be measured on these poor fitting sheets. The difference, caused by this shift of packing, is then divided up between rows and a new plate made to the expanded readings. It requires a very finely divided scale to meas-

ure sheet stretch accurately. If a register rule is not available, the next best thing is a small gauge made on film in the camera. For copy, a one-inch scale with tenth divisions may be used and reduced ten times; three for the negative and  $3\frac{1}{3}$  for the positive. This makes a film scale with divisions of .010. Glue it to the bottom of a linen tester. With this simple device it becomes easy to see fine differences in size.

Do not under any circumstances compare a printed sheet with the image on the plate to find paper stretch. This would be misleading because most presses print longer than the plate even on the first color. If there are some unprinted sheets available that are exactly the same size as the printed sheets were before they were run, some idea of stretch can be had by comparing them. However, the difference between sheets is more than the difference caused by image elongation. Some adjustment in calculating must be made.

In well run plants where the register rule is used to check the first colors on all jobs, there will be on file a record of how long, around the cylinder, the first color printed. All that is necessary in such a case is to use the Register Rule again to find the stretch. The amount of stretch is then divided up among the rows of images and an extended plate made.

On simple duplicate or step-and-repeat plates, the overall gain around the cylinder is measured from the row of images along the gripper edge to the back row as shown in Fig. 39.

If the stretch is found to be 0.030" overall, then 0.010" will be added to the moves between each row. If the layout vertical readings were previously 8.000, 20.000, 32.000 and 44.000 they will be 8.000, 20.010, 32.020 and 44.030 on the new expanded or set-out plate.★★

(This article is taken from the new book, "Photo Composing," just issued by the Lithographic Technical Foundation, 131 East 39th St., New York 16, N. Y. This book, by Charles W. Latham, long-time LTF staff man and lithographic consultant, is the first such work ever published on the subject.

This material is published with the permission of LTF, copyright owner.—Editor)



TAKE IT OFF... TAKE IT OFF!

Not with KLEEN-STIK! In fact, this miracle moistureless adhesive gives printers and lithographers plenty of chances to "add it on" in the form of profitable extra volume. By selling a "Take-One" job, for instance—you get not only the KLEEN-STIK portion... but also a nice "fat" run of coupons, order cards, entry blanks, etc. Here's how it's done:

OLIVES  
make  
good!



Good macaroni dishes and good sales records, that is! California's OLIVE ADVISORY BOARD got w-i-d-e distribution of "Ripe Olive" recipes through these simple Tear Sheet Pads. Equipped with KLEEN-STIK backing, they're easy to put up (just peel and press)... and tough to withstand pulling by eager hausfraus. This ap-"peel"-ing stunt was worked out by WALLY SMIT of the Board and BOB CAMPBELL, production man in J. WALTER THOMPSON's San Francisco office... with SAM DONAHUE of DONAHUE LITHO turning in a solid production job.



Let's make HAY...

Or better still, Terra Verde Alfalfa! That's what plenty of farmers did after reading the informative booklet put out by NORTHRUP KING & CO., Minneapolis. To put the pamphlets "in the swing" for eye-catching distribution, BBD&O's Inspiration Dept. came up with the quite bright idea of dangling them from "king"-sized spots of—guess what?—KLEEN-STIK! This miracle stickum holds tight on walls, windows, etc. of dealer outlets. Fine crop of litho work by RAY JOHNSON of MCGILL COMPANY!

Nobody gets stuck when you sell KLEEN-STIK for "Take-Ones" or hundreds of other P.O.P. sales-starters. Comes in a full array of plain 'n' fancy printing stocks — just write for complete info and your free "Idea Kit"!

**KLEEN-STIK PRODUCTS, INC.**

225 North Michigan Avenue • Chicago 1, Ill.

Pioneers in Pressure Sensitives to the Trade

## HILL RUBBER CO., INC.

GOOD YEAR Rubber for Printing

THE GREATEST NAME IN RUBBER

2728 Elston Ave. • Chicago 47, Illinois

731 Commonwealth Ave. • Massillon, Ohio

3510 Gannett St. • Houston 25, Texas

UNVULCANIZED GUMS

ENGRAVERS' RUBBER

PLATE BLOCKING (cured & uncured)

CEMENTS (for all purposes)

FABRICS (for all printing)

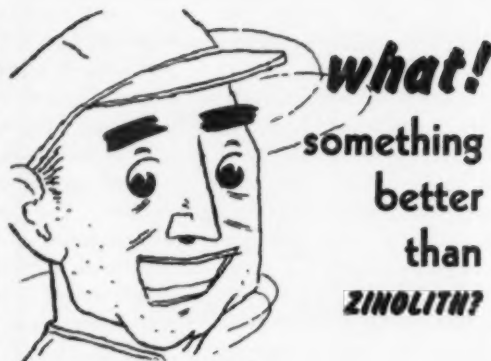
BOX-DIE MOUNTING MATERIAL

SPONGE RUBBER Molded and Sheet

COMPLETE CHICAGO STOCK (under temperature control)

Samples & Prices on Request

"SERVICE IS OUR BUSINESS"



yes sir it's

# ZINALOY\*

\*Reg. T. M.

Write, phone  
or wire  
for details

- A superior plate at no extra cost
- Harder surface assures a finer grain, longer press runs
- Higher tensile strength reduces stretch, improves register
- Uniform alloy eliminates hard and soft spots
- Surface finish of Zinolith retained



MATTHIESSEN & HEGELER ZINC COMPANY  
Main Office & Works — La Salle, Illinois

Controlled alloying in an Electric Induction Furnace assures a perfect etch

**PRECISION  
QUALITY  
DURABILITY**

In HALFTONE  
and MEZZOGRAPH  
SCREENS

...Yet Costs are *Unusually Low!*

Users of International Screens find them of a quality and precision sharpness comparable to the finest screens ever produced. They find in them a greater durability and higher resistance to scratching. Yet the same expenditure required for only a few screens of other types has permitted the purchase and use of International Screens which will meet the full range of a plant's requirements.

A new folder describes these screens in complete detail, lists prices, and includes information on our five day trial offer. Write for it today.



**MOORE LABORATORIES**  
70 West Montcalm Street Detroit 1, Mich.

**INTERNATIONAL SCREENS**

## SMOOTHER PRINTING PERFORMANCE

with the new

# EEZY-LITH

NUMBER 10

- ELIMINATE PICKING and sticking on coated and card stock
- PREVENT OFFSET
- OVERCOME Tackiness in inks or blankets
- BRING ABOUT faster drying
- FREE FLOWING consistency in the ink for more even coverage on solids

MEMBER



Not to be confused with wax compounds, varnishes or driers. "EEZY-LITH #10" will not change the shade of the ink or harm the rollers, plate or blanket.

**ROLL-O-GRAPHIC CORP.**  
Dept. M 133 PRINCE ST., NEW YORK, N. Y.

# Classified

## ADVERTISING

All classified advertisements are charged for at the rate of ten cents per word, \$2.00 minimum, except those of individuals seeking employment, where the rate is five cents per word, \$1.00 minimum. One column ads in a ruled box, \$7.50 per column inch.

Address replies to Classified Advertisements with Box Number, care of Modern Lithography, 175 Fifth Ave., New York 10, N. Y.

### Help Wanted:

**PLATEMAKER-FOREMAN:** Capable taking complete charge, know how to handle men and deliver to presses top quality plates for finest color process work. Our plant is well equipped, operating multi-color presses around the clock. Good place to work and prosper. Located excellent city in Southwest where you'll enjoy living. If you take pride in your work, possess highest technical skills, write us giving complete details of your experience, positions held, wage rate, age and personal data. Our men know of this ad. Your reply will be strictly confidential. Address Box 490, c/o Modern Lithography.

**A-1 PRESSMAN:** For operation of Harris two-color presses. Must be capable handling finest four-color process work. Good opportunity in first-class city in Southwest. Fine working conditions. Permanent job. Give complete details of your experience, previous connections, earning, and references. Reply will be held in strict confidence. Address Box 491, c/o Modern Lithography.

**PLATEMAKER:** Must be capable of handling finest four-color process work. Good opportunity in first-class city in Southwest. Fine working conditions. Permanent job. Give complete details of your experience, previous connections, earnings, and references. Reply will be held in strict confidence. Address Box 492, c/o Modern Lithography.

**WANTED:** Dot Etcher and Stripper for modern and progressive offset plate-making concern, moving into new and larger plant. Excellent opportunities for the right men. Please state experience and particulars in first letter. Northern Engravers Inc., Saginaw, Michigan.

**CAMERAMAN:** Progressive Virginia litho plant has job opportunity for half-tone cameraman with knowledge of plate-making and stripping. Should be interested in learning and developing process color department under his own initiative. Address Box 493, c/o Modern Lithography.

**DOT ETCHER—MALE:** Experience on high quality color work. Permanent position. Excellent working conditions. Modern air conditioned plant. Many employee benefits. Opportunity to become connected with well established and progressive organization. Please state qualifications, background and salary required in first letter. Write to Personnel Director, The Lord Baltimore Press, 1601 Edison Highway, Baltimore 13, Maryland.

**SUPERINTENDENT WANTED:** Eastern litho house, specializing in labels seeks qualified man with experience in cost and quality control, modern methods. Address Box 494, c/o Modern Lithography.

### Situations Wanted:

**WILLING** to exchange an exemplary record of accomplishment, ability and reputation for an outstanding opportunity as technical supervisor of progressive plant. Present activity requires excessive time away from home. In addition to a challenging and good paying position, main consideration is to provide the con-

ditions necessary for normal family life. Address Box 495, c/o Modern Lithography.

**FIRST CLASS COLOR SEPARATOR** and dot etcher, (sidelines: camera work, creative art) now employed, seeks steady position. Preferably South. Address Box 496, c/o Modern Lithography.

**FOREMAN:** Metal decorating coating room. Thoroughly familiar with complete operation. Thirteen years present job. Baltimore, Philadelphia or South Jersey area preferred. Address Box 497, c/o Modern Lithography.

**COMBINATION MAN:** Offset pressman, working knowledge all phases letterpress and offset, 18 years experience, some supervisory experience, will relocate anywhere. Address Box 498, c/o Modern Lithography.

**PHOTOGRAPHER - STRIPPER - PLATEMAKER** seeks permanent connections (color or B & W); 25 years experience; can take charge of offset department; also have experience in operating presses. Address Box 499, c/o Modern Lithography.

### For Sale:

**FOR SALE:** Harris LTG 17 x 22 Serial No. 159 AC equipment and Harris LSB 17 x 22 Serial No. 594 DC equipment. Can be seen running. Make best offer. Hopp Press Inc., 460 W. 34th St., N. Y.

**FOR SALE:** 3/4 x 12" National White Flame Carbons, 50% of list; 12 x 15" x 133 Levy Screen. New Plate Whirler for 22 x 34" press plates — \$525.00. Singer Engineering Co. for complete plate making equipment, 248 Mulberry St., New York, N. Y.

### WANTED — LITHO PRESSROOM SUPERINTENDENTS

**NEW YORK CITY—**Supervise entire offset department presses 10x14 to 35x45 single color. Age 35-45. Top quality house. Salary open.

**NEW YORK CITY—**Full charge offset division all color work (some process) for advertising literature. Presses 22x29 & 22x34 two-color. \$10,000-12,000.

**NEW ENGLAND—**Night Shift. Experienced with Harris & Miehle 4-color 42x38 & 52x76. Platemaking background helpful. \$9,100 plus substantial bonus.

### GRAPHIC ARTS EMPLOYMENT SERVICE

Helen M. Winters, Mgr.  
Dept. M-7, 307 E. 4th Street  
Cincinnati 2, Ohio

List Your Confidential Application With Us

# EGA

the RELIABLE Supplier  
to the Lithographer

for SERVICE call BRyant 9-8480  
EASTERN GRAPHIC ARTS SUPPLY CO.  
254 W. 31st STREET • N. Y. C.

### FISHING, DIE CUTTING & GERIATRICS

by Maurice Freedman of the Service Die Cutting & Finishing Co.

The fisherman at St. Petersburg cast into the deep a nine inch bobber with a pound of lead attached which landed like a pelican and either scared fish or knocked its brains out in case of a direct hit. With a spinning tackle and six pound line and nothing but a shrimp you can get five times as many fish because the shrimp is an attractive morsel and doesn't make too much fuss.

And what do we know about geriatrics? Nothing! But, if you will let us do your die cutting, mounting and finishing for you, you will be relieved of all worries and loss of time that you would normally use for following up jobs and then would have to spend more time fishing—which will no doubt add to your lifespan.

The same thing applies to mounting, die cutting and finishing. You must use the right equipment and know-how. We have been in this business a long time and can do a superlative job using both skill, knowledge and a desire to please without making an effort to squeeze the most profit out of your job.

### SERVICE DIE CUTTING & FINISHING CO.

Diecutters, Mounters & Finishers to the Trade Only

340 HUDSON ST., NEW YORK 13, N. Y.

ALgonquin 5-1740

Makers of the  
*Finest Quality Color Plates*  
for

**OFFSET LITHOGRAPHY**

The Stevenson Photo Color Separation Co.

400 Pike Street

Cincinnati 2, Ohio



**Cal**  
GRAPHIC ARTS SUPPLIES  
**Ink**

*Everything*  
FOR YOUR  
GRAPHIC ARTS  
NEEDS

THE CALIFORNIA INK COMPANY, INC.

**WEB  
OFFSET  
PRESSES**

DESIGNED & BUILT TO  
YOUR SPECIFICATIONS  
BY  
**GEORGE  
HANTSCHO**

23" x 36" HIGH SPEED  
PUBLICATION PRESSES  
NOW IN PRODUCTION

Over 25 years' experience  
designing and  
building presses

**GRAPHIC ARTS  
MACHINERY, INC.**  
37 South 3rd Avenue • Mount Vernon, N. Y.  
Mount Vernon 7-8200

**Equipment for the  
Graphic Arts**

**WESEL**  
MANUFACTURING COMPANY  
Scranton 9, Pa.

Designed To Serve You Better  
WRITE TODAY FOR  
LITERATURE AND PRICES

- ★ VACUUM PRINTING FRAMES
- ★ VACUUM PRINTING MACHINES
- ★ PLATE WHIRLERS
- ★ METAL OR WOOD CAMERAS

Compare With  
**WESEL**  
Before You Buy

**OFFSET PRESSES  
FOR IMMEDIATE SALE**

1 Webendorfer 17 x 22 .....	\$ 5,000
1 Harris LSB 17 x 22 .....	\$ 7,200
2 Harris LTC 21 x 28 .....	each \$10,000
1 Miehle 29 — 2 years old .....	\$10,500
1 Miehle 29 — practically new .....	\$12,000
1 Harris LTW 21 x 28 — practically new	\$16,900

**Box No. 489**

Reading ML on borrowed time?  
Have your own personal subscrip-  
tion sent to home or shop. One  
year — \$3, two years — \$5.  
Modern Lithography, 175 Fifth  
Avenue, New York 10, N. Y.

FOR SALE: Parker Lithograph Offset Flat Bed Printing Press, Size 14" x 17", with adjustable printing bed. Grieve-Hendry Electric Oven, 30" x 25" x 24" 550 degrees, Thermostat Control. 60 minute timer with auto. shut-off. Address Box 500, c/o Modern Lithography.

FOR SALE: 31" Rutherford Darkroom Camera, stayflat back, screen mechanism, plate bars, transparency holder, Zeiss lens, good condition, bargain. Address Box 501, c/o Modern Lithography.

#### LITHO EQUIPMENT

Harris 42x58 Model LSK, Harris 35x45 Model LST, Harris 22x34 Model LTP, Webendorfer 22x29, Webendorfer 17x22

Lithographic Equipment Corp.  
Casey Jones  
500 Fifth Ave. NYC BRyant 9-1133

#### HERBERT P. PASCHEL

Graphic Arts Consultant

118 East 28th St. — New York, N. Y.  
MUrray Hill 6-5566

#### FOR SALE

Well established litho supply house — Midwest location — make good branch for large company.

Address Box 496,  
c/o Modern Lithography

#### EQUIPMENT WANTED

1 or 2 large step and repeat machines for use in stepping large repeat negatives onto large film. Sizes of about 58 x 74".

ABC Photo Engraving  
125 — 5th Ave., Paterson, N. J.  
Phone: ARmory 4-4418

#### Daystrom Net Rises

Net profits of Daystrom, Inc., Elizabeth, N. J., parent firm of American Type Founders, Inc., were up for the year ended March 31, 1954, compared with the previous year. Thomas Roy Jones, president, in the annual report, just distributed, reported that the net profit for 1953-'54 was \$1,459,000 or \$2.33 a share, compared with \$1,405,000 or \$2.25 a share for the previous year. These profits are the net after providing for federal income taxes of \$1,648,000 against \$1,541,000 the prior year.

Total sales volume reached \$62,473,000, compared with \$46,155,000 the previous year. Figures for ATF were not included separately.

The report, in an 8½ x 11" format, was lithographed in three colors.

#### FOR LEASE

New York office—for sublease. 1,000 sq. ft. favorable rental. Previous tenant seeking new occupant who will take over balance of lease and buy equipment which has been installed on basis of 60% of cost. Equipment includes acoustic ceiling, fluorescent lighting fixtures, 4 air-conditioning units, etc. Space would be excellent for district sales office. Has five small private offices, stock room, general office area, washroom, mail room, etc.

Address Box 488  
c/o Modern Lithography

#### SUPERINTENDENT

Large private plant in the South wants man under 45 skilled in at least one of printing trades for position of plant superintendent. Plant has offset and letter press equipment and also a complete folding box department.

Excellent opportunity with salary commensurate with experience and ability.

Address Box 485  
c/o Modern Lithography

#### WILL SACRIFICE

- 40" CIRCULAR SCREEN IN HOLDER—120 line
- HUEBNER-BLEITSTEIN PHOTO-COMPOSER 58" x 74"
- 36" x 48" 2-COLOR HARRIS OFFSET PRESS
- 36" x 48" SINGLE COLOR HARRIS OFFSET PRESS (both lately rebuilt)

Box No. 487  
C/O Modern Lithography  
175 5th Ave., New York 10, N. Y.

#### Ark-N-Sets Moves

Ark-N-Sets, Inc., a branch of Arkansas Printing and Lithographing Co., Little Rock, Ark., has moved and installed a new composing room in an East Roosevelt Road plant. Ark-N-Sets is the interleaved carbon department of the printing company. The new building contains 30,000 square feet of floor space and was converted by the owner, Raymond Rebsamen, who also controls the printing company.

#### Gravure Research Group Elects

At the annual meeting of Gravure Research, Inc., held in Chicago, the following officers and directors were elected for 1954-55: president, Ted Stulz, Parade Publications, Inc., New York, New York; first vice president, Oscar Smiel, Intaglio Service Corp., New York; second vice president and secretary-treasurer, Martin Waters, Art Gravure Corp., New York. Research work is centered at Battelle Memorial Institute, Columbus.

#### POPAI Outing Is Sept. 10

President Donald S. Hutchinson of the Point-of-Purchase Advertising Institute has announced the appointment of George E. Mosley, vice president, Seagram-Distillers Corp., as chairman of the POPAI outing committee. More than 200 members and their guests are expected to attend the outing, which will be held at the Westchester Country Club, Friday, September 10.

#### To Study Safety Problems

Operators of graphic arts plants in Southern California have been invited to submit safety problems to the Trades and Services Section of the California State Industrial Safety Conference which met recently in Los Angeles. The Los Angeles PIA has been participating, along with the State Division of Industrial Safety, and in a recent bulletin assured its membership it was being alert to any tendency to apply unworkable or too stringent safety requirements.

**our story  
is simple . . .**

Quality Covers providing  
the utmost in printability  
and strength.



**THE UNITED MFG. CORP.**

Converters of Cloth and Paper • Reading, Pa.

**DRY PLATES  
FILM  
PHOTO CHEMICALS**

Lenses, Contact Screens  
and accessories for the camera  
and darkroom

**K. SCHLANGER**

333 West Van Buren St., Chicago 7, Ill.  
WEbster 7540

**"OK"ie Developing Ink  
"OK"ie Negative Opaque**

Cameras, Lenses, Screens,  
Arc Lamps, Printing Frames,  
Whirlers and Sundries

Write today for prices and full information

**E. T. Sullebarger Co.**

900 S. WABASH AVE.  
CHICAGO (5)

110 FULTON ST  
NEW YORK (7)



Insist on  
the  
Original



**PUTZ POMADE**

Eliminate Roller Stripping

Easy to use — will not harm rollers. Removes glaze. Improves printing of solids. Color work becomes vivid and brighter.

Order from your Jobber  
Write for samples

**J. C. PAUL & CO. EST 1887**

8140 N. RIDGEWAY AVE. • SKOKIE, ILL.

**DOT ETCH PROCESS  
Color Plates**

**PROMPT SERVICE**

**HALFTONE NEGATIVES & POSITIVES**

**DEEP ETCH PRESS PLATES**

**ZARWELL & BECKER**

Offset Platemakers  
223 N. WATER STREET •  
MILWAUKEE 2, WIS.

*For Best  
Quality*

**GRUMBACHER**

**GRAPHITE  
OPAQUE**

SMOOTH...no bubbles, holes  
or high spots...FLAT

FAST...one brush stroke for  
complete opacity...EASY

CHIP-PROOF...adheres without  
crawling...OPAQUE

SAVES...production time on  
opaquing strip-film, glass  
plates or negatives

SEND FOR FREE SAMPLES

**M. GRUMBACHER, inc.**

477 West 33rd St., N. Y. 1, N. Y.

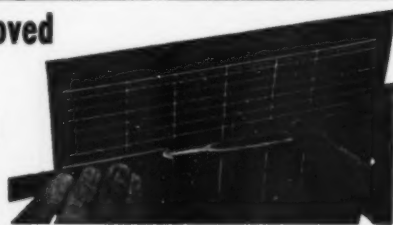


**Efficiency Proved**

**A Film  
Scribing Tool**

scientifically  
designed for

**Ruling Negatives**



**Litho Ruled Forms - QUICKER - EASIER - BETTER**

- ★ Perfect uniformity of rules—no film spoilage.
- ★ 6 cutting heads in set; 4 for single rules from hairline to 1-point rules; 2 cutting heads for double rules.

A postcard will bring descriptive literature

*Scriber Specialties*

### New Humidity Equalizer

Development of a new, improved humidity equalizer has been announced by T-H-E Co., Inc. (Trainor Humidity Equalizers) of Milwaukee, Wis. The new unit, known as Model BPL-6036-S or W (steam humidifier or water humidifier supercedes Model L-6036 now in use in lithographing plants both in the United States and in Canada, according to the company. One of the important improvements over the former model is that the new unit operates continuously, rather than intermittently, as in the case of the older unit.

The three main functions of the new unit are: (1) dehumidifying, (2) humidifying, and (3) keeping equalized air in circulation. All the functions are controlled by a sensitive Minneapolis-Honeywell humidistat located in a critical part of the treated area, T-H-E Co. stated. As the humidistat calls for dehumidifying, a master control motor sets the dampers to pull the contaminated air across a low cost expendable chemical absorption bed.

As the dehumidified air equalizes the area, the humidistat governs the closing of the dehumidifying damper and the opening of the recirculating damper, keeping the equalized air in constant motion. On the other hand, if the humidistat calls for humidifying, it will control that, too.

### Grainer Incorporates

Brooklyn Litho Grainers, Inc., printers, publishers, c/o Benjamin Rudnick, Hicksville, N. Y., has been granted a charter of incorporation listing capital stock of 200 shares no par value. Directors are: Pauline Bodnar, Arthur Rosenthal and Edward Collins, all of 855 Avenue of the Americas, New York.

### M-Art Incorporates

M-Art Printing & Lithographing Corp., lithographing and printing, Brooklyn, N. Y., has been granted a charter of incorporation listing capital stock of 200 shares no par value. Directors are: Frieda Verdoja, Marie G. Santagata and Frank J. Santagata, all of Brooklyn.

### Graphic Incorporates

Graphic Printing Inc., has been incorporated in Buffalo, N. Y., with capital of \$100,000. Incorporators are Harlan J. Swift, Grover R. James Jr. and Edwin O. Tilton.

### Cardoza Bindery Expanding

The Cardoza Co. of San Francisco, largest trade bindery in the West, is again expanding its facilities, according to John Levison, president. An additional 4,000 feet of floor space has been acquired in the present building at 511 Howard St., bringing the total area to more than 20,000 square feet.

Additional equipment, some of which has been in storage since it was acquired from the former Benj. P. Keyes Co. two years ago, will be installed, and some new equipment may be added. The firm recently set a new record in the volume of school annuals bound during the spring.

### Limits on Printing

A letter from W. B. Woodburn, manager of the Dairy Industry Advisory Board of the California State Department of Agriculture, has confirmed the terms of an agreement reached recently between the board and representatives of the San Francisco printing industry.

Industry spokesmen, headed by Luis A. Ireland, secretary of the San Francisco Employing Printers, had contended that the dairy industry had no right to get the State Printing Plant at Sacramento to produce certain recipe books and other advertising material instead of letting out bids to private industry for the work.

Terms of the agreement as outlined in the letter from Mr. Woodburn specified that "the printing of advertising, point-of-sale materials, recipe booklets, and those materials either sold or furnished to the public would be done by private printers; and that the printing done by the State Printer's office would be confined to office forms, letterheads, and those educational materials distributed by the Board upon request of various school systems of the State."

## Trade Events

Southwestern Graphic Arts Exposition, Shamrock Hotel, Houston, July 3-12.

Annual Conference on Printing Education, University of Colorado, Boulder, Colo., July 4-8.

Intl. Assn. of Printing House Craftsmen, annual convention, August 8-11, Bellevue-Stratford Hotel, Philadelphia.

Natl. Assn. of Photo-Lithographers, annual convention and show, Sept. 22-25, Statler Hotel, New York.

National Metal Decorators Assn., annual meeting, Chalfonte-Haddon Hall, Atlantic City, N. J., Oct. 4, 5, and 6.

American Photoengravers Assn., annual convention and show, Oct. 11-13, Jefferson Hotel, St. Louis.

Advertising Essentials Show, Hotel Biltmore, New York, Nov. 15-17.

Printing Industry of America, annual convention, Nov. 15-19, Statler Hotel, Detroit.

Technical Assn. of the Graphic Arts, annual meeting, Boston, May 9-11, 1955, Somerset Hotel.

## Litho Schools

CANADA—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.

CHICAGO—Chicago Lithographic Institute, Glesner House, 1800 S. Prairie Ave., Chicago 16, Ill.

CINCINNATI—Ohio Mechanics Institute, Cincinnati, Ohio.

LOS ANGELES—Los Angeles Trade Technical Junior College, 1646 S. Olive St., Los Angeles 15, Calif.

MINNEAPOLIS—Dunwoody Industrial Institute, 818 Wyzata Blvd., Minneapolis 3, Minn.

NASHVILLE—Southern School of Printing, 1514 South St., Nashville, Tenn.

NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.

OKLAHOMA—Oklahoma A & M Technical School, Graphic Arts Dept., Okmulgee, Okla.

ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South Rochester 8, N. Y.

PHILADELPHIA—Murrell Dobbins Vocational School, 22nd and Lehigh, Philadelphia, Pa.

PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.

SAN FRANCISCO—City College of San Francisco, Ocean and Phelan Aves., Graphic Arts Department.

ST. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.

WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

## Trade Directory

Lithographic Tech. Foundation  
Wade E. Griswold, Exec. Dir.  
131 East 39 St., New York 16, N. Y.

National Association of Photo-Lithographers  
Walter E. Soderstrom, Exec. V. P.  
317 West 45 St., New York 36, N. Y.

Lithographers National Association  
W. Floyd Maxwell, Exec. Dir.  
420 Lexington Ave., New York 17, N. Y.

National Assn. of Litho Clubs  
Frank H. Mortimer, Secy.  
5917 33rd St., N. W.  
Washington 15, D. C.

Printing Industry of America  
James R. Brackett, Gen. Mgr.  
719 15th St., N. W. Washington 5, D. C.

International Assn. of Printing House Craftsmen  
P. E. Oldt, Exec. Sec'y.  
307 E. Fourth St., Cincinnati 2.

**'BARTELS'**

**FRESH GUM**

**SOLUTION 14°**

Stays fresh! Ideal  
for developing pre-sensitized  
Photo-Offset Plates

GORDON BARTELS CO.  
ROCKFORD, ILL.

**'BARTELS'**

**DEEP-ETCH  
COATING**

Flows Without Streaks  
Best for fine or grainless plates

GORDON BARTELS CO.  
ROCKFORD, ILL.

**'BARTELS'**

**ETCH-GUM**

Combines two operations  
Safe! No chromates  
Ask your dealer

GORDON BARTELS CO.  
ROCKFORD, ILL.

*Always a  
Good Impression — with*

**SUPER-GROUND**

**LITH-RITE**

**ZINC LITHO PLATES**

There's an important difference in  
zinc litho plates. Specify LITH-RITE  
for uniform surface quality and temper . . . freedom from subsurface  
imperfections . . . no "flaking off"  
on the press. You're always right  
with LITH-RITE.

Available through All Leading Grainers

**The American Zinc Products**

A Division of Ball Bros. Co., Inc.

GREENCASTLE, INDIANA

41 E. 42ND ST., NEW YORK • 3428 W. 48TH PL., CHICAGO

"have you seen the new  
**babcock 19½x25½**  
offset press?

we just bought a **babcock**..  
you have to see it to believe it

**BABCOCK SALES & SERVICE CO.**  
165 N. ABERDEEN ST. CHICAGO 7, ILLINOIS SEley 3-1444

**DRYING**

for

**WEB-OFFSET**

GRAVURE • LETTERPRESS

Over 20 Years Dryer Experience

**B. OFFEN & CO.**

168 N. Michigan Ave., Chicago (1), Ill.

**W.D. WILSON**

PRINTING INK COMPANY LTD.

*Fine Printing Inks*

LETTERPRESS  LITHOGRAPHY

Est. 1865

3-38 46TH AVE., LONG ISLAND CITY, N. Y.  
TEL.: STILLWELL 4-8432

LITHOGRAPHIC

*Daker*

*Reproduction*

*Company*

State  
2-3266

PLATEMAKERS

FINEST  
QUALITY  
WORK TO MEET  
YOUR MOST  
EXACTING REQUIREMENTS

208 S. JEFFERSON ST., CHICAGO 6

# Index to ADVERTISERS

JULY, 1954

Allen Associates .....	June	Graphic Arts Machinery .....	112	Offen & Co., B. ....	116
American Bronzing Machine Works, Inc. ....	June	M. Grumbacher, Inc. ....	114	Oxford Paper Co. ....	24
American Graded Sand Co. ....	June	Gummed Products Co. ....	78	Oxy-Dry Sprayer Corp. ....	June
American Type Founders, Inc. ....	49, 50, 51				
American Zinc Products Co. ....	116	Hamilton & Son, W. C. ....	82	Paper Manufacturers Co. ....	June
Amsterdam Continental Types and Graphic Equipment .....	June	Hammermill Paper Co. ....	June	Paul & Co., J. C. ....	114
Analytical Measurements, Inc. ....	June	Handschy Co., A. E. ....	104	Photo Litho Plate Co. ....	June
Anchor Chemical Co. ....	June	H. & H. Prod. Co. ....	104	Photo Litho Plate Graining Co., The. ....	June
Anso .....	9	Harris-Seybold .....	4th Cover	Pitman Co., Harold M. ....	15
Asoplate Corp. ....	85	Hill Rubber Co., Inc. ....	110	Pitman Co., Harold M. ....	15
		Hoe & Co., R. ....	56	Premier Graining Co. ....	June
Babcock Sales Co. ....	116	Howard Paper Co. ....	19	Pressman's Ink Handbook. ....	June
Baker Reproduction Co. ....	116	Hunt Co., Philip A. ....	72	Printing Machinery Co. ....	June
Bartels, Gordon .....	116	Ideal Roller & Manufacturing Co. ....	21	Progress Lithographic Service. ....	June
Baum, Inc., Russell Ernest. ....	98	Illinois Zinc Co. ....	June	Pyroxilin Products Inc. ....	18
Bensing Bros. & Deeney .....	June				
Bingham's, Sam'l. Son Mfg. Co. ....	June	International Press Cleaner & Mfg. Co. ....	June	Rapid Roller Co. ....	48
Books and Other Aids. ....	10	International Paper Co. ....	June	Rathbun & Bird Co., Inc. ....	June
Bridgeport Engravers Supply Co. ....	84	Interchemical Corp., Printing Ink Div. ....	June	Reliance Electric & Engineering Co. ....	June
Brown Paper Co., L. I. ....	June	Intertype Corp. ....	4	Repro Graphic Machines, Inc. ....	June
Brown & McEwan, Inc. ....	100			Roberts & Porter, Inc. ....	3
Brown Manufacturing Co., W. A. ....	May	Jahn & Ollier Engraving Co. ....	May	Rogers Co., The Henry H. ....	103
Buckbee-Mears Co. ....	June	Johnson Co., Inc., Charles Encu. ....	June	Roll-O-Graphic Corp. ....	110
Burke & James, Inc. ....	May	Jomar Products .....	May	Rosback Co., F. P. ....	May
California Ink Co. ....	112	Kendall Mills .....	June	Schlanger, K. ....	114
Cambridge Instrument Co. ....	June	Kimberly-Clark Corp. ....	66-67	Schmidt, H., & Co. ....	14
Cantine Co., Martin. ....	3rd Cover	Kleen-stik Products, Inc. ....	109	Schultz, H. J. ....	22
Central Compounding Co. ....	22			Seranton Plastic Laminating Co. ....	June
Champion Paper Co. ....	June	Lawson Co., E. P. ....	11	Seriber Specialties .....	114
Chemco Photoproducts Co. ....	June	Leedal Stainless Steel Products, Inc. ....	June	Sensfelder Co. ....	2nd Cover
Chicago Litho Plate Graining Co. ....	June	Levey, Frederick H. Co. ....	June	Stebold, J. H., & G. B., Inc. ....	June
Consolidated Photo Engravers and Litho- graphers Equipment Co. ....	June	Litho Chemical & Supply Co. ....	25	Sinclair & Carroll Co. ....	June
Crescent Ink & Color Co. ....	60	Lithographic Plate Graining Co. of America .....	106	Sinclair & Valentine Co. ....	June
Curtis Paper Co. ....	June	Lithographic Equipment Corp. ....	May	Spring Chemicals Inc. ....	June
				Strathmore Paper Co. ....	June
DBA Products Co., Inc. ....	86	McAdams & Sons, John. ....	June	Stevenson Photo Color Separation Co., The. ....	112
Dennison Mfg. Co. ....	June	Macbeth Arc Lamp Co. ....	94	Strong Electric Corp. ....	17
Dexter Folder Co. ....	52	Mallinckrodt Chemical Works. ....	June	St. Regis Paper Co. ....	12
Direct Reproduction Corp. ....	June	Mathiessen & Hegeler Zinc Co. ....	110	Sullcharger Co., E. E. ....	114
Driscoll & Co., Martin. ....	106	Maxwell Paper Co. ....	20		
duPont de Nemours & Co., E. I. ....	26	McLaurin-Jones Co. ....	76	N. Teitelbaum Sons. ....	June
		Mead Corp., The. ....	June	Tickle Engineering Works, Inc., Arthur. ....	64
Eastman Kodak Co. ....	47	Niehle Printing Press & Mfg. Co. ....	102	Toledo Lithograin & Plate Co. ....	June
		Miller Printing Machinery Co. ....	8		
Falulah Paper Co. ....	May	Minnesota Mining & Manufacturing Co. ....	13	Uniform Graining Corp. ....	June
Fitchburg Paper Co. ....	23	Mohawk Paper Co. ....	May	United Mfg. Corp. ....	114
Flint Ink Co., Howard. ....	June	Moore Laboratories .....	110		
Forney's Inc. ....	June	Mort Co., Ralph H. ....	108	Vulcan Rubber Products, Inc., a subsidiary of Reeves Brothers, Inc. ....	June
Fraser Paper, Ltd. ....	June	Mueller Color Plate Co. ....	June		
				Wagner Litho Machinery Div. ....	54-55
Gaetjens, Berger & Wirth. ....	May	National Assn. of Photo-Lithographers. ....	16	Warren Co., S. D. ....	June
Gegenheimer Co., Wm. ....	96	National Carbon Co., Div. of Union Carbide & Carbon Co. ....	92	Weel Mfg. Co. ....	112
General Plate Makers Supply Co. ....	June	National Steel & Copper Plate Co. ....	June	Western Litho Plate & Supply Co. ....	June
General Research & Supply Co. ....	108	Neenah Paper Co. ....	May	Weston Co., Byron. ....	June
Gevaert Co. of America Inc. ....	80	Nekoosa Edwards Paper Co. ....	6-7	West Virginia Pulp & Paper Co. ....	June
Godfrey Roller Co. ....	June	Norman Willets Graphic Supply Co. ....	May	Whale Safety Paper Co. ....	June
Goers American Optical Co., C. P. ....	88	Northwest Paper Co. ....	69-70	Willy's Plate Graining Corp. ....	108
Goodyear Tire & Rubber Co. ....	June	ouAre Co. ....	June	Wilson Printing Ink Co., Ltd., W. D. ....	116
Graphic Arts Corp. of Ohio. ....	June	Nuclear Products Co. ....	May	Winser & Newton, Inc. ....	June
				Young Bros. Co. ....	June
				Zarkin Machine Co. ....	June
				Zarwell & Becker. ....	114

(The Advertisers' Index has been carefully checked but  
no responsibility can be assumed for errors or omissions.)

## Tale Ends

### LNA Sidelights

(Continued from Page 107)

swimming pool at that equipped with overhead sprinklers. Even the McCarthy hearings might have been held in such a setting without danger of setting fire to anything other than tempers. And when, we might add, will the Greenbrier finally weaken and provide a new — and preferably an outdoor — swimming pool?

★

Your reporter, after dodging the issue for more years than he can remember, finally weakened this trip and sampled the sulphur waters. And his only decision was that he hasn't missed anything by the long delay. There are two varieties of the waters — white and grey. The attendant advises that after a mild shot of the white brew, you should head for your room at a brisk pace. After the grey, however, he recommends that you set off at a gallop — and for the locker room of the golf house. You would never make the hotel, he counsels.

★

Dick Knight, president of Livermore & Knight, Providence, and Jack Kronenberg, S. D. Warren Co., Boston, both flew their own planes to White Sulphur. The Knight job is a new Aero-Commander twin engine. Jack reports that in an airplane you are 17 times as safe as when riding in an automobile. He claims to have authentic figures to prove it.

★

A lot of golfers were soaked, pelted and blown off course in the rain, hail and wind storm which arrived over the mountains suddenly on Tuesday afternoon in the midst of the annual golf tournament. At the Casino the lawn tables and big umbrellas swirled across the lawn and tennis courts

before the wind, and rain and hail drove people off the porches into the building. Hailstones as large as graining balls were beating down everywhere.

★

Many of the lithographers had been in the area before the LNA convention. The occasion was the annual spring conference of the Label Manufacturers National Assn. which was held at the nearby Homestead, Hot Springs, Va.

★

Ladies attending the banquet were surprised and pleased when they were presented with genuine Hawaiian lei, flown in from the islands by courtesy of Paul McIlree of Honolulu Lithograph Co. The flower garlands were much in evidence throughout the evening.★★



### Coverage...

SPECIALIZED business magazines give more complete and concentrated advertising coverage of their markets, better readership, deeper penetration—and avoid costly waste circulation. Just like in the field of lithography the publication which specializes in full coverage of this market, at low cost is

## MODERN LITHOGRAPHY

175 FIFTH AVE.

NEW YORK 10, N. Y.

Member, Audit Bureau of Circulations

# *Plan for* QUALITY



photo by Edw. C. Wilson, AP/SA

Life is full of the drab and humdrum!  
There are many windows where flowers  
could bloom but don't—many printing jobs  
that could be better! . . .

Raise your printing above the ordinary,  
by planning for Quality—better illustrations—  
better plates, ink and presswork—  
and that time-tested, dependable,  
beautiful coated paper from Cantine's . . .

*Cantine's*  
COATED PAPERS

#### LETTERPRESS

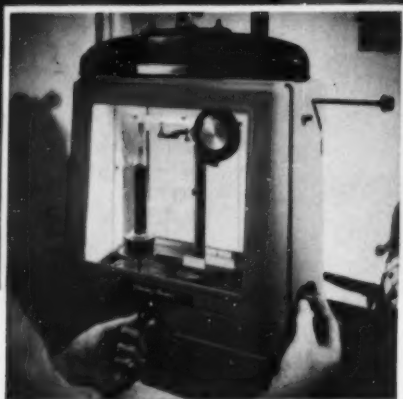
Hi-Arts  
Ashokan  
M-C Folding  
*Book and Cover*  
Zena  
Catskill  
Velvetone  
Softone  
Esopus Tints  
Esopus Postcard

#### OFFSET-LITHO

Hi-Arts Litho C.1S.  
Zenagloss Offset C.2S.  
*Book and Cover*  
Lithogloss C.1S.  
Catskill Litho C.1S.  
Catskill Offset C.2S.  
Esopus Postcard C.2S.

THE MARTIN CANTINE COMPANY, *Specialists in Coated Papers Since 1888*

SAUGERTIES, N. Y. Branches: NEW YORK and CHICAGO (In Los Angeles and San Francisco: Wylie & Davis)



Flow characteristics, thickness and resulting sensitivity depend on careful control of specific gravity. Test No. 20 on Harris Deep Etch Coating is made on this analytical balance, accurate to one ten-thousandth of a specific gravity unit.



To insure stability (shelf life), pH must not vary. Test No. 21 on this Beckman electronic meter gives us our coating's relative acidity or alkalinity to 1/100 of a pH unit. (pH paper measures only to about 1/4 unit, at best.)

## This man is making the 27th and final test on a batch of Harris Deep Etch Coating

We make twenty-four laboratory tests on every batch of Harris Deep Etch Coating. We make these tests on raw materials, during manufacture and, of course, on the finished product.

But, to be positive the finished coating works under operating conditions, we coat a 56 x 77" plate (the largest in commercial use). Then we make a 17 x 22" plate complete. These two checks are made on every batch. Periodically, we go even further—make an actual

press run with one of the plates.

This example will give you some idea of the thoroughness of our quality control system—probably the most painstaking in the litho-chemical field. We think you, as a professional lithographer, will find the full story both interesting and valuable. Our illustrated booklet, *Ions and Images*, tells all about the quality control of Harris Chemicals and what it means to you. It is yours for the asking; just mail the coupon below.

Harris-Seybold Company, Chemical Division  
5308 Blanche Avenue, Cleveland 27, Ohio  
Please send me your free booklet, *Ions and Images*.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

M

HARRIS-SEYBOLD COMPANY

Chemical  Division